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Published by Authority of the HON. JAMES A. MacKINNON, M.P.,
Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

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Vol. XVI - No. 1 Price .10 cents.

Monthly Indexes of Retail Sales in Canada, January, 1944
(1935-1939 = 100)

Retail sales in Canada during January, 1944 were maintained at a slightly higher level than in January, 1943, dollar volume of business for twelve different lines of business recording an average gain of 3.3 per cent. The general index of sales, unadjusted for number of business days or for normal seasonal movements and on the base, 1935-1939 = 100, stands at 133.2 for January, 1944, at 221.7 for December and at 128.9 for January a year ago.

January sales declined almost 40 per cent below the December level. This decrease is about the usual seasonal movement in January from the Christmas peak; the seasonally adjusted index of sales for January stands at 167.0 compared with 167.9 for December and 165.0 for November.

Restaurant receipts gained 20 per cent in January of this year compared with last; drug store sales were up 11 per cent while radio and electrical store sales declined by 10 per cent. With these exceptions January sales for various trades ranged within 5 per cent of the volume of business transacted in January a year ago.

Marked increases in the Prairie Provinces form the outstanding feature of the sales comparisons between January of last year and this when considered on a regional basis. Higher farm incomes arising in large measure from record hog marketings and increased grain deliveries combined with higher grain prices had a stimulating influence upon the retail trade of the Prairie Provinces. Prairie department stores (including mail order business) transacted 11 per cent more business in January of this year than last compared with an average gain for the country of 3 per cent. Variety store sales were up 16 per cent for the Prairie Provinces and 2 per cent for Canada. Prairie Provinces increases for other kinds of business between January, 1943 and 1944 with averages for the Dominion in brackets are as follows: drug stores, 17 per cent (11 per cent); men's clothing stores, 20 per cent (1 per cent); women's clothing stores, 11 per cent (unchanged); grocery and meat stores, 7 per cent (-3 per cent).

Sales of 18 departmental firms which provided a breakdown of sales by departments averaged 1 per cent higher in January this year over last. Furniture departments recorded an 18 per cent increase in sales volume and stationery and book departments increased their sales 17 per cent over January, 1943. Most pronounced declines were those for radio and music departments and for household appliances departments whose sales fell off 32 and 17 per cent respectively. Sales of all other commodity groupings were within a narrow range of January, 1943 business. Percentage changes for the remaining departments were as follows: women's clothing, + 3 per cent; men's clothing, +1 per cent; footwear, -1 per cent; home furnishings, -2 per cent;

hardware, +2 per cent; drugs, +5 per cent; food, -4 per cent; piece goods, - 5 per cent and smallwares, + 1 per cent.

Regional Trends in Retail Trade

The general indexes of retail sales in Canada, based on results for seven trades for which regional figures are available, averaged 5 per cent higher in 1943 over 1942 and were 52 per cent higher than the average index for 1939. The margin of increase over 1942 was slightly higher in the first half of the year than in the second half, increases of 6 per cent being recorded in each of the first two quarters and 4 per cent advances occurring in both the third and fourth quarters. Percentage changes by quarterly periods reveal that increases over 1939 were also somewhat higher for the first half of the year than for the later periods. Sales were 61 per cent above those for 1939 in the first quarter, 53 per cent greater in the second quarter and 48 per cent higher in each of the last two quarters of 1943.

Retail sales in the Maritime Provinces averaged 9 per cent higher in 1943 than in the preceding year and were 71 per cent above the 1939 volume. Increases over 1942 were uniform for all quarters and varied by no more than 1 per cent from the annual average increase in any of the three-month periods.

In the province of Quebec, sales were 5 per cent higher in 1943 than in 1942 and 56 per cent greater than in 1939. Increases of 8 and 7 per cent in the first and second quarters respectively were reduced to 4 per cent in the last two quarters of the year.

Consumer purchasing in Ontario during 1943 was only slightly above the 1942 level. The average gain for the year amounted to 2 per cent. Gains in the first two quarters were 1 and 2 per cent. Sales were unchanged from 1942 during the third quarter but increased 3 per cent in the final quarter of last year. Sales in 1943 were 43 per cent above the dollar volume of 1939 business.

Retail trade expanded to a greater extent in the Prairie Provinces than elsewhere during last year. Average increases for the twelve-month period amounted to 9 per cent compared with 1942 and 48 per cent compared with 1939. Increases of 8 and 12 per cent in the first two quarters were followed by gains of 9 and 6 per cent in the third and fourth quarters of 1943 over 1942.

In British Columbia, sales in 1943 were 4 per cent higher than in the preceding year and were 53 per cent greater than in 1939. Comparisons by quarters for 1943 and 1942 reveal that gains in the first half of the year were substantially larger than those recorded in the last six months. Increases of 9 and 7 per cent occurred in the first and second quarters, while sales in the third quarter were only 2 per cent higher than in 1942 and sales in the last quarter were approximately the same as in the corresponding period of 1942.

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DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1943 and January, 1944
(Based on dollar sales of 18 firms including mail order houses)

	January, 1943	January, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	18,964,125	19,116,243	+ 0.8
1. Women's dresses, coats and suits	1,961,960	1,979,862	+ 0.9
2. Girls' and infants' wear	570,626	634,403	+11.2
3. Hosiery and gloves	771,062	803,682	+ 4.2
4. Lingerie and corsets	960,867	941,690	- 2.0
5. Millinery	135,977	161,533	+18.8
6. Women's and children's apparel--(Total, 1-5).	4,400,492	4,521,170	+ 2.7
7. Men's and boys' clothing and furnishings	1,864,931	1,878,103	+ 0.7
8. Drugs and toilet articles and preparations	676,413	712,116	+ 5.3
9. Piece goods	1,912,642	1,808,453	- 5.4
10. Smallwares	793,002	803,140	+ 0.6
11. Food and kindred products	2,188,035	2,094,225	- 4.3
12. Furniture (including mattresses and springs).	987,905	1,172,905	+18.7
13. Home furnishings	1,275,102	1,254,778	- 1.6
14. Household appliances and electrical supplies.	409,740	339,758	-17.1
15. Hardware and kitchen utensils	620,425	632,534	+ 2.0
16. Radios, musical instruments and supplies	297,335	200,997	-32.4
17. Shoes and other footwear	1,125,176	1,112,655	- 1.1
18. Stationery, books and magazines	345,565	403,385	+16.7
19. All other departments, total	2,062,362	2,182,024	+ 5.8

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	January, 1944 + or - per cent compared with		
	January, 1939	January, 1943	December, 1943
General Index	+68.0	+ 3.3	-39.9
Boot and Shoe Stores	+72.0	+ 4.8	-48.1
Candy Stores	(g)	+ 4.8	-62.4
Men's Clothing Stores	+56.0	+ 1.4	-61.1
Women's Clothing Stores	+87.6	+ 0.2	-52.8
Department Stores	+56.9	+ 3.3	-53.6
Drug Stores	+74.1	+10.7	-32.4
Furniture Stores	+50.3	- 0.1	-35.4
Grocery and Meat Stores	+66.3	- 0.3	-18.4
Hardware Stores	+67.8	+ 0.4	-39.1
Radio and Electrical Stores	+32.8	- 9.9	-26.1
Restaurants	+105.1	+19.9	+ 0.7
Variety Stores	+91.4	+ 2.4	-61.2

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores: Sales in January, 1944 Compared with Sales in January, 1943	Jewellery Stores: Sales in January, 1944 Compared with Sales in January, 1943
CANADA	+ 4.8	+17.5
Maritime Provinces	- 3.3	+10.0
Quebec	-14.6	- 3.6
Ontario	+ 7.3	+26.2
Prairie Provinces	+16.1	+28.0
British Columbia	+26.6	+18.6

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing (c)	
	A	B	A	B	A	B	A	B
January, 1939	79.3	100.3	63.2	87.5	(g)	(g)	69.8	96.4
January, 1940	90.0	110.8	70.6	95.1	71.4	102.9	78.9	105.5
January, 1941	102.3	124.5	80.0	106.5	87.5	124.4	92.1	121.8
January, 1942	128.2	150.6	113.8	143.1	122.3	165.7	113.9	143.4
January, 1943	128.9	155.8	103.7	133.4	138.0	191.9	107.4	138.2
1943								
February	131.0	168.5	131.2	221.7	173.7	171.1	111.1	188.1
March	151.4	167.8	139.3	198.7	143.9	191.2	136.9	182.0
April	167.7	163.3	186.1	145.3	199.3	144.0	187.0	176.1
May	162.8	154.5	175.6	149.9	159.8	166.1	162.9	160.5
June	158.8	155.5	198.5	160.4	122.0	186.5	172.4	165.2
July	147.8	155.4	161.3	161.8	149.2	207.6	143.0	164.1
August	142.5	162.1	144.8	181.4	158.3	200.1	117.8	161.9
September	158.0	158.5	169.5	160.8	162.3	204.3	155.6	159.9
October	173.6	157.6	171.5	158.2	189.6	202.1	197.5	152.5
November	174.1	165.0	162.5	171.7	180.9	212.8	206.4	164.3
December	221.7	167.9	209.6	163.1	384.6	173.6	280.1	183.7
1944								
January	133.2	167.0	108.7	149.9	144.6	194.2	108.9	149.8

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
January, 1939	67.9	97.7	71.0	98.4	96.3	104.4
January, 1940	74.2	103.4	84.2	112.6	102.2	108.6
January, 1941	88.5	121.9	93.1	123.5	118.0	124.1
January, 1942	115.2	151.1	115.2	151.1	136.5	140.5
January, 1943	127.2	174.5	107.8	148.1	151.5	158.9
1943						
February	127.7	219.6	116.2	154.5	149.0	165.3
March	156.8	190.7	145.4	164.3	159.9	162.9
April	214.5	167.0	157.9	153.5	156.9	161.9
May	180.2	169.6	139.1	138.7	159.1	162.2
June	174.9	157.3	136.8	130.9	154.4	164.2
July	151.9	172.7	112.5	144.7	159.7	159.8
August	139.9	199.0	120.9	148.4	153.8	157.1
September	176.2	188.9	159.1	156.8	158.3	157.9
October	206.5	165.9	177.8	157.3	171.6	164.2
November	203.0	182.0	196.0	168.8	169.9	173.0
December	269.8	185.3	240.2	145.8	247.9	196.3
1944						
January	127.4	181.8	111.4	153.6	167.7	176.5

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.
(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
January, 1939	60.8	94.5	93.2	101.1	63.4	107.8
January, 1940	73.8	110.7	104.4	110.1	72.9	119.2
January, 1941	83.8	125.7	118.0	122.0	81.1	132.6
January, 1942	91.9	134.6	150.4	146.4	107.4	175.6
January, 1943	91.5	137.2	155.4	157.6	93.5	155.8
1943						
February	94.8	121.4	149.7	163.0	99.1	181.4
March	110.0	128.2	166.4	163.6	116.8	159.9
April	132.9	123.3	172.7	174.9	144.2	141.4
May	145.0	115.7	177.1	167.4	168.9	128.0
June	114.2	116.7	171.9	174.6	163.2	137.1
July	105.4	130.9	170.0	161.0	154.2	135.9
August	112.5	112.4	157.7	173.5	148.1	141.0
September	116.4	102.8	155.1	160.8	150.5	130.6
October	128.4	107.2	167.2	159.8	157.1	137.7
November	120.3	112.3	155.9	159.4	153.2	150.2
December	141.4	125.5	189.9	181.8	174.7	163.5
1944						
January	91.4	142.0	155.0	168.1	106.4	180.2

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
January, 1939	77.7	100.3	89.5	95.7	68.7	111.2
January, 1940	90.5	112.4	95.5	100.8	80.7	127.0
January, 1941	114.9	142.6	109.3	115.0	96.9	151.4
January, 1942	126.4	156.9	129.7	135.2	129.8	191.4
January, 1943	114.6	148.0	153.1	162.6	128.4	195.2
1943						
February	101.9	137.0	148.1	167.7	139.1	206.0
March	110.2	128.5	175.4	176.9	153.5	198.8
April	114.8	125.9	172.4	172.0	182.9	198.6
May	119.6	107.0	172.5	170.9	190.0	184.8
June	107.2	115.5	170.4	170.6	184.3	181.6
July	97.7	122.8	176.0	166.1	183.4	172.5
August	100.0	127.4	180.9	169.7	160.2	174.8
September	116.2	99.6	185.0	177.6	170.2	183.2
October	118.9	96.2	181.6	179.4	195.7	182.4
November	118.0	92.6	177.6	187.7	198.7	197.3
December	139.6	99.2	182.4	173.9	338.8	185.0
1944						
January	108.2	151.3	183.6	185.6	131.5	211.9

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
January, 1940	78.9	89.6	74.7	81.6	70.3	80.4
January, 1941	92.1	120.5	79.9	97.0	79.5	96.1
January, 1942	113.9	164.0	100.1	117.3	104.2	106.8
January, 1943	107.4	174.7	97.8	100.6	106.8	113.5
1943						
November	206.4	273.2	192.5	196.9	237.0	193.0
December	280.1	408.1	248.5	283.5	266.9	261.9
1944						
January	108.9	174.1	89.9	101.8	128.5	115.4
% Change, January, 1944 / January, 1943	+ 1.4	- 0.3	- 8.1	+ 1.2	+20.3	+ 1.7
Women's Clothing Stores						
January, 1940	74.2	88.1	64.5	78.3	72.6	77.4
January, 1941	88.5	112.0	76.0	94.8	81.1	93.2
January, 1942	115.2	140.8	99.4	121.7	109.4	124.8
January, 1943	127.2	158.0	113.4	134.2	109.1	144.6
1943						
November	203.0	273.5	175.4	205.4	227.0	201.5
December	269.8	320.5	243.0	287.1	257.4	253.3
1944						
January	127.4	170.4	104.3	132.0	121.3	160.5
% Change, January, 1944 / January, 1943	+ 0.2	+ 7.8	- 8.0	- 1.6	+11.2	+11.0
Grocery and Meat Stores						
January, 1940	104.4	103.8	106.5	107.4	93.5	99.0
January, 1941	118.0	116.4	116.5	124.1	104.4	115.3
January, 1942	150.4	158.1	147.1	157.9	132.2	142.4
January, 1943	155.4	165.8	163.4	158.6	127.9	139.1
1943						
November	155.9	179.1	154.1	154.2	155.3	145.0
December	189.9	215.6	193.5	190.5	175.8	164.5
1944						
January	155.0	178.4	159.9	154.8	137.4	138.2
% Change, January, 1944 / January, 1943	- 3.0	+ 7.5	- 2.1	- 2.4	+ 7.0	- 0.6

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
January, 1940	84.2	85.3	92.0	83.4	82.8	78.9
January, 1941	93.1	98.4	102.2	92.6	87.6	93.4
January, 1942	115.2	122.6	120.0	116.4	108.5	117.5
January, 1943	107.8	116.0	115.5	102.9	103.8	119.2
1943						
November	196.0	245.7	205.4	184.0	197.1	192.7
December	240.2	267.1	259.7	230.2	231.3	254.7
1944						
January	111.4	117.4	117.2	100.6	114.8	127.8
% Change,						
January, 1944	+ 3.3	+ 1.2	+ 1.5	- 2.2	+10.6	+ 7.2
January, 1943						
Variety Stores						
January, 1940	80.7	89.0	82.8	78.4	80.4	78.2
January, 1941	96.9	110.8	103.0	94.3	90.6	87.0
January, 1942	129.8	150.1	139.6	125.0	124.6	111.1
January, 1943	128.4	143.7	151.3	121.4	112.8	103.0
1943						
November	198.7	280.6	203.8	183.3	210.1	162.8
December	338.8	435.7	341.6	319.8	365.1	290.7
1944						
January	131.5	151.8	156.8	118.2	130.8	107.0
% Change,						
January, 1944	+ 2.4	+ 5.6	+ 3.6	- 2.6	+16.0	+ 3.9
January, 1943						
Drug Stores						
January, 1940	102.2	105.3	106.7	101.4	99.0	100.9
January, 1941	118.0	127.4	120.6	118.1	112.2	115.8
January, 1942	136.5	148.5	137.2	135.9	134.3	133.6
January, 1943	151.5	171.6	158.6	147.1	144.4	159.0
1943						
November	169.9	209.9	167.3	160.3	173.1	191.8
December	247.9	326.7	218.4	235.3	262.1	292.7
1944						
January	167.7	196.7	172.4	157.5	169.5	188.5
% Change,						
January, 1944	+10.7	+14.6	+ 8.7	+ 7.1	+17.4	+18.6
January, 1943						

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Vol. XVI - No. 2 Price .10 cents.

Monthly Indexes of Retail Sales in Canada, February, 1944
(1935-1939=100)

Retail sales in Canada during the month of February gained 5 per cent compared with January and were 6 per cent higher than in February a year ago according to index numbers of sales based on reports received from a representative number of firms representing twelve different trades. The general index of sales, unadjusted for number of business days or for normal seasonal movements and on the base, 1935-1939=100, stands at 139.4 for February, 132.6 for January and at 131.0 for February a year ago.

On making allowance for differences in number of business days and for normal seasonal movements as recorded in the experience of the ten years preceding the war, the seasonally adjusted index for February stands at 172.5 compared with 166.2 for January and 167.9 for December. The rise in the February adjusted index reflects in some measure a shift in the seasonal pattern or seasonal distribution of retail sales in recent years. This factor is even more important in the case of individual trades and is especially effective in the case of men's clothing stores where the elimination in recent years of January sales has resulted in the transference to February and March of a considerable portion of the business formerly transacted in the first month of the year.

February sales this year compared with last varied for different trades. Men's clothing store sales were unchanged from February last year; three trades recorded declines while eight trades recorded gains. The most notable decline occurred in specialty shoe stores whose sales averaged 20 per cent lower than in February last year, percentage declines on a regional basis standing at 14 per cent for the Maritime Provinces, 23 per cent for Quebec, 19 per cent for Ontario, 24 per cent for the Prairie Provinces and 17 per cent for British Columbia. The marked decline in specialty shoe store sales reflects the high level of business transacted by this type of store in February last year as a result of the introduction of shoe rationing in the United States.

Due in considerable measure to the same factor, sales of women's specialty shops in February this year fell about 2 per cent below the level of February, 1943. Sales in the Prairie Provinces were unchanged while an increase of 7 per cent in the Maritime Provinces was more than offset by declines recorded in Quebec, Ontario and British Columbia.

Stores dealing chiefly in radios or electrical appliances continue to record decreased sales, dollar volume of business in February standing 4 per cent below February last year while sales for the first two months of the current year stand 7 per cent below the corresponding period of 1943.

The upward trend in restaurant receipts was continued in February when a gain of 19 per cent was recorded over February last year. Receipts for the first

two months of 1944 stand 20 per cent above the corresponding period of 1943.

Hardware store sales averaged 16 per cent higher in February of this year than last compared with a gain of less than one per cent in January. Sales for the first two months of the year stand 7 per cent above the first two months of 1943. Furniture store sales were up by 8 per cent for the month of February and 5 per cent for the year to date. Candy shops transacted 7 per cent more business in February of this year than last while sales for the first two months of the year were up by 6 per cent.

Department stores, including the mail order business of departmental firms, transacted 5 per cent more dollar business in February of this year than last, results on a regional basis revealing increases of 7 per cent in the Maritime Provinces, 6 per cent in Quebec, 11 per cent in the Prairie Provinces and 7 per cent in British Columbia. Ontario sales were unchanged from February a year ago.

Attention is called to the revised January indexes of department store sales for Quebec and Canada shown in this report. Revisions in data reported to the Bureau have necessitated important alterations in the calculated index numbers. It has also been necessary to revise the January analysis of department store sales by departments. The revised figures are contained in this report.

Sales of grocery together with combined grocery and meat stores averaged 9 per cent higher in February of this year than last while sales for the first two months of the year stand 4 per cent above the corresponding period of 1943. Regional percentage increases over February, 1943 stand at 11 per cent for the Maritimes, 7 per cent for Quebec, 10 per cent for Ontario, 12 per cent for the Prairie Provinces and 5 per cent for British Columbia.

Drug store sales continue to expand, February sales averaging 9 per cent above the volume of business transacted by this type of store in February, 1943. Ontario drug store sales were up by 6 per cent. Gains for other regions of the country were considerably higher standing at 12 per cent for the Maritimes, 11 per cent for Quebec and for the Prairie Provinces and at 17 per cent for British Columbia.

Apart from the usual seasonal movements, variety store sales continue on a horizontal trend. February sales averaged 2 per cent higher than in February last year, results on a regional basis ranging from two per cent declines in Quebec and British Columbia to increases of 8 per cent for the Prairie Provinces and 9 per cent for the Maritimes. Ontario sales averaged 2 per cent above the level of February last year.

Jewellery stores are not incorporated in the calculation of the general index of retail sales, but returns received from a sample number of stores in this trade indicate that February sales were 13 per cent higher than in the corresponding month last year.

Sales of 17 firms which reported sales by departments averaged 4 per cent higher in February, 1944 over 1943. The greatest expansion between February of the two years occurred in furniture departments where sales were up 20 per cent. Sales of piece goods advanced sharply, an 11 per cent increase for February comparing with a 6 per cent decline reported in January. Sales of books and stationery increased 11 per cent and smallwares, 9 per cent above February, 1943. Sales of men's clothing gained 8 per cent and women's apparel departments did 5 per cent more business in February this year. A decline of 17 per cent in sales of footwear reflects the high level of footwear purchasing in February last year when consumer demand was stimulated by the introduction of shoe rationing in the United States. Food and drug departments both recorded minor gains of 3 per cent. Sales of household appliances were down 12 per cent while radio and music department sales were 30 per cent lower.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	February, 1944 + or - per cent compared with			
	February, 1939	February, 1943	January, 1944	Jan.-Feb., 1944 / Jan.-Feb., 1943
General Index	+78.9	+ 6.4	+ 5.1	+ 4.7
Boot and Shoe Stores	+125.9	-19.6	- 3.5	- 8.6
Candy Stores	(g)	+ 6.7	+27.4	+ 6.2
Men's Clothing Stores	+95.9	(a)	+ 2.8	+ 0.3
Women Clothing Stores	+120.9	- 2.4	- 3.0	- 0.7
Department Stores	+72.3	+ 5.2	+11.7	+ 3.5
Drug Stores	+71.8	+ 9.4	- 2.7	+10.1
Furniture Stores	+36.8	+ 8.3	+10.7	+ 4.9
Grocery and Meat Stores	+71.1	+ 9.0	+ 5.5	+ 4.2
Hardware Stores	+97.3	+15.5	+ 5.1	+ 6.9
Radio and Electrical Stores	+38.2	- 3.7	- 4.1	- 7.4
Restaurants	+115.3	+19.4	- 4.0	+19.8
Variety Stores	+103.4	+ 1.9	+ 7.7	+ 2.2

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores: Sales in February, 1944 Compared with Sales in February, 1943	Jewellery Stores: Sales in February, 1944 Compared with Sales in February, 1943
CANADA	-19.6	+13.0
Maritime Provinces	-14.3	+15.8
Quebec	-22.5	+ 6.2
Ontario	-18.8	+11.9
Prairie Provinces	-24.2	+20.4
British Columbia	-17.4	+ 9.8

(g) Not available.

(a) Unchanged.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing (c)	
	A	B	A	B	A	B	A	B
February, 1939	77.9	99.2	46.7	78.9	(g)	(g)	56.7	96.0
February, 1940	90.4	111.5	54.7	89.5	104.4	99.7	67.7	110.9
February, 1941	101.5	130.6	67.3	113.7	139.3	137.2	82.0	138.8
February, 1942	120.1	153.9	89.5	151.3	183.4	180.7	104.0	176.1
February, 1943	131.0	168.5	131.2	221.7	173.7	171.1	111.1	188.1
1943								
March	151.4	167.8	139.3	198.7	143.9	191.2	136.9	182.0
April	167.7	163.3	186.1	145.3	199.3	144.0	187.0	176.1
May	162.8	154.5	175.6	149.9	159.8	166.1	162.9	160.5
June	158.8	155.5	198.5	160.4	122.0	186.5	172.4	165.2
July	147.8	155.4	161.3	161.8	149.2	207.6	143.0	164.1
August	142.5	162.1	144.8	181.4	158.3	200.1	117.8	161.9
September	158.0	158.5	169.5	160.8	162.3	204.3	155.6	159.9
October	173.6	157.6	171.5	158.2	189.6	202.1	197.5	152.5
November	174.2	165.1	162.5	171.7	180.9	212.8	206.4	164.3
December	221.7	167.9	209.6	163.1	384.6	173.6	280.1	183.7
1944								
January	132.6	166.2	109.3	150.8	145.5	195.4	108.1	148.7
February	139.4	172.5	105.5	174.7	185.4	196.2	111.1	182.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
February, 1939	56.4	97.0	71.0	94.4	95.0	105.4
February, 1940	68.0	113.1	84.8	108.2	100.2	107.3
February, 1941	80.9	139.1	94.8	126.1	112.5	124.8
February, 1942	96.0	165.0	107.4	142.8	130.4	144.6
February, 1943	127.7	219.6	116.2	154.5	149.0	165.3
1943						
March	156.8	190.7	145.4	164.3	159.9	162.9
April	214.5	167.0	157.9	153.5	156.9	161.9
May	180.2	169.6	139.1	138.7	159.1	162.2
June	174.9	157.3	136.8	130.9	154.4	164.2
July	151.9	172.7	112.5	144.7	159.7	159.8
August	139.9	199.0	120.9	148.4	153.8	157.1
September	176.2	188.9	159.1	156.8	158.3	157.9
October	206.5	165.9	177.8	157.3	171.6	164.2
November	203.0	182.0	196.0	168.8	169.9	173.0
December	269.8	185.3	240.2	145.8	247.9	196.3
1944						
January	128.4	183.3	109.5	151.0	167.8	176.6
February	124.6	207.3	122.3	156.0	163.2	175.4

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
February, 1939	75.1	96.3	95.4	103.9	56.0	102.6
February, 1940	90.1	111.3	108.0	113.8	66.5	116.9
February, 1941	104.4	133.8	117.0	127.3	78.2	143.3
February, 1942	106.1	136.0	141.6	154.2	96.4	176.7
February, 1943	94.8	121.4	149.7	163.0	99.1	181.4
1943						
March	110.0	128.2	166.4	163.6	116.8	159.9
April	132.9	123.3	172.7	174.9	144.2	141.4
May	145.0	115.7	177.1	167.4	168.9	128.0
June	114.2	116.7	171.9	174.6	163.2	137.1
July	105.4	130.9	170.0	161.0	154.2	135.9
August	112.5	112.4	157.7	173.5	148.1	141.0
September	116.4	102.8	155.1	160.8	150.5	130.6
October	128.4	107.2	167.2	159.8	157.1	137.7
November	120.3	112.3	155.9	159.4	153.2	150.2
December	141.4	125.5	189.9	181.8	174.7	163.5
1944						
January	92.8	144.2	154.7	167.8	105.1	177.9
February	102.7	126.9	163.2	172.7	110.5	195.1

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
February, 1939	71.0	95.5	82.1	93.0	69.7	103.2
February, 1940	92.8	119.8	92.8	101.4	86.7	124.2
February, 1941	108.5	146.0	103.2	116.9	103.8	153.6
February, 1942	111.2	149.5	120.6	136.6	129.0	190.9
February, 1943	101.9	137.0	148.1	167.7	139.1	206.0
1943						
March	110.2	128.5	175.4	176.9	153.5	198.8
April	114.8	125.9	172.4	172.0	182.9	198.6
May	119.6	107.0	172.5	170.9	190.0	184.8
June	107.2	115.5	170.4	170.6	184.3	181.6
July	97.7	122.8	176.0	166.1	183.4	172.5
August	100.0	127.4	180.9	169.7	160.2	174.8
September	116.2	99.6	185.0	177.6	170.2	183.2
October	118.9	96.2	181.6	179.4	195.7	182.4
November	118.0	92.6	177.6	187.7	199.1	197.8
December	139.6	99.2	182.4	173.9	339.4	185.4
1944						
January	102.3	132.1	184.1	196.3	131.7	212.3
February	98.1	126.7	176.8	193.3	141.8	204.0

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
February, 1940	67.7	81.3	65.7	68.3	61.0	68.3
February, 1941	82.0	106.1	75.1	85.8	71.8	76.5
February, 1942	104.0	148.0	95.5	108.0	85.9	96.5
February, 1943	111.1	158.1	96.6	107.3	115.5	126.2
1943 December	280.1	408.1	248.5	283.5	266.9	261.9
1944 January	108.1	173.6	90.0	100.4	128.4	114.4
February	111.1	160.0	93.8	104.7	126.3	130.1
% Change, February, 1944 / February, 1943	(a)	+ 1.2	- 2.9	- 2.4	+ 9.4	+ 3.1
% Change, Jan.-Feb., 1944 / Jan.-Feb., 1943	+ 0.3	+ 0.2	- 5.5	- 1.3	+14.6	+ 2.0
Women's Clothing Stores						
February, 1940	68.0	70.0	66.6	67.9	68.5	70.9
February, 1941	80.9	94.6	83.9	80.3	72.7	82.2
February, 1942	96.0	126.2	94.6	97.2	85.3	96.7
February, 1943	127.7	150.3	116.4	125.2	136.7	149.4
1943 December	269.8	320.5	243.0	287.1	257.4	253.3
1944 January	128.4	169.9	104.0	133.6	123.5	161.5
February	124.6	160.4	107.1	123.0	137.1	148.0
% Change, February, 1944 / February, 1943	- 2.4	+ 6.7	- 8.0	- 1.8	+ 0.3	- 0.9
% Change, Jan.-Feb., 1944 / Jan.-Feb., 1943	- 0.7	+ 7.1	- 8.1	- 1.1	+ 6.0	+ 5.3
Grocery and Meat Stores						
February, 1940	108.0	106.6	110.7	109.6	99.7	105.0
February, 1941	117.0	117.1	117.4	120.7	104.3	116.0
February, 1942	141.6	151.9	144.5	145.0	122.6	131.9
February, 1943	149.7	162.2	161.8	146.0	129.7	142.2
1943 December	189.9	215.6	193.5	190.5	175.8	164.5
1944 January	154.7	177.4	160.2	154.4	136.3	138.4
February	163.2	180.4	173.3	160.5	145.5	149.0
% Change, February, 1944 / February, 1943	+ 9.0	+11.2	+ 7.1	+ 9.9	+12.2	+ 4.8
% Change, Jan.-Feb., 1944 / Jan.-Feb., 1943	+ 4.2	+ 9.1	+ 2.6	+ 3.4	+ 9.2	+ 2.2

(c) Includes men's furnishings.
(a) Unchanged.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
February, 1940	84.8	83.9	87.4	85.6	83.0	84.2
February, 1941	94.8	100.6	95.8	95.6	90.8	97.3
February, 1942	107.4	117.8	111.0	108.6	98.9	113.1
February, 1943	116.2	123.2	120.2	115.2	108.9	127.8
1943 December	240.2	267.1	259.7	230.2	231.3	254.7
1944 January	109.5	117.5	105.5	100.7	114.3	126.7
February	122.3	131.6	127.1	115.4	121.2	136.0
% Change, February, 1944 / February, 1943	+ 5.2	+ 6.8	+ 5.7	+ 0.2	+11.3	+ 6.7
% Change, Jan.-Feb., 1944 / Jan.-Feb., 1943	+ 3.5	+ 4.1	- 1.3	- 0.9	+10.7	+ 6.5
Variety Stores						
February, 1940	86.7	93.4	87.9	83.4	91.1	88.0
February, 1941	103.8	125.2	106.4	99.8	102.6	96.0
February, 1942	129.0	163.0	136.2	121.9	125.7	113.8
February, 1943	139.1	158.0	157.7	128.1	138.6	124.0
1943 December	338.8	435.7	341.6	319.8	365.1	290.7
1944 January	131.7	152.4	156.4	118.8	130.9	107.0
February	141.8	172.8	154.5	130.5	149.4	121.2
% Change, February, 1944 / February, 1943	+ 1.9	+ 9.4	- 2.0	+ 1.9	+ 7.8	- 2.3
% Change, Jan.-Feb., 1944 / Jan.-Feb., 1943	+ 2.2	+ 7.8	+ 0.6	- 0.1	+11.5	+ 0.5
Drug Stores						
February, 1940	100.2	104.8	106.6	98.4	97.9	97.0
February, 1941	112.5	125.0	113.3	113.1	107.3	108.3
February, 1942	130.4	150.1	131.3	129.8	125.8	124.3
February, 1943	148.8	171.3	149.4	143.9	148.9	159.6
1943 December	247.9	326.7	218.4	235.3	262.1	292.7
1944 January	167.8	195.9	171.3	158.0	169.9	189.1
February	163.2	192.2	166.1	153.0	165.7	186.3
% Change, February, 1944 / February, 1943	+ 9.4	+12.2	+11.2	+ 6.3	+11.3	+16.7
% Change, Jan.-Feb., 1944 / Jan.-Feb., 1943.....	+10.1	+13.2	+ 9.5	+ 6.9	+14.4	+17.8

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1943 and February, 1944
(Based on dollar sales of 17 firms including mail order houses)

	February, 1943	February, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	20,967,015	21,800,290	+ 4.0
1. Women's dresses, coats and suits	2,234,761	2,253,249	+ 0.8
2. Girls' and infants' wear	670,191	755,503	+12.7
3. Hosiery and gloves	828,704	875,075	+ 5.6
4. Lingerie and corsets	978,586	1,036,080	+ 5.9
5. Millinery	175,102	187,629	+ 7.2
6. Women's and children's apparel--(Total, 1-5).	4,887,344	5,107,536	+ 4.5
7. Men's and boys' clothing and furnishings	1,890,706	2,033,228	+ 7.5
8. Drugs and toilet articles and preparations	731,306	754,206	+ 3.1
9. Piece goods	1,930,623	2,151,373	+11.4
10. Smallwares	828,720	902,480	+ 8.9
11. Food and kindred products	2,234,567	2,302,265	+ 3.0
12. Furniture (including mattresses and springs).	1,238,150	1,487,569	+20.1
13. Home furnishings	1,572,049	1,600,385	+ 1.8
14. Household appliances and electrical supplies.	459,330	403,033	-12.3
15. Hardware and kitchen utensils	767,609	830,736	+ 8.2
16. Radios, musical instruments and supplies	304,609	212,626	-30.2
17. Shoes and other footwear	1,510,747	1,259,186	-16.7
18. Stationery, books and magazines	377,630	418,032	+10.7
19. All other departments, total	2,233,625	2,337,635	+ 4.7

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1943 and January, 1944 (Revised)(1)
(Based on dollar sales of 18 firms including mail order houses)

	January, 1943	January, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	18,964,125	18,852,468	- 0.6
1. Women's dresses, coats and suits	1,961,960	1,962,116	(a)
2. Girls' and infants' wear	570,626	626,265	+ 9.8
3. Hosiery and gloves	771,062	786,181	+ 2.0
4. Lingerie and corsets	960,867	931,027	- 3.1
5. Millinery	135,977	160,187	+17.8
6. Women's and children's apparel--(Total, 1-5)	4,400,492	4,465,776	+ 1.5
7. Men's and boys' clothing and furnishings	1,864,931	1,825,252	- 2.1
8. Drugs and toilet articles and preparations	676,413	698,221	+ 3.2
9. Piece goods	1,912,642	1,794,046	- 6.2
10. Smallwares	798,002	782,290	- 2.0
11. Food and kindred products	2,188,035	2,085,447	- 4.7
12. Furniture (including mattresses and springs)	987,905	1,165,618	+18.0
13. Home furnishings	1,275,102	1,237,693	- 2.9
14. Household appliances and electrical supplies	409,740	331,552	-19.1
15. Hardware and kitchen utensils	620,425	629,389	+ 1.4
16. Radios, musical instruments and supplies	297,335	198,803	-33.1
17. Shoes and other footwear	1,125,176	1,101,439	- 2.1
18. Stationery, books and magazines	345,565	388,631	+12.5
19. All other departments, total	2,062,362	2,148,311	+ 4.2

(1) Figures for January, 1944 have been altered to allow for revisions in data reported.
(a) Change of less than 0.1 per cent.

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Monthly Indexes of Retail Sales in Canada, March, 1944
(1935-1939=100)

Retail sales in Canada during the month of March increased 13 per cent over February and were 9 per cent higher than in March, 1943, according to index numbers of sales based on reports received from a representative number of firms covering 12 different trades. Sales for the first quarter of the current year average 6 per cent higher than for the corresponding period of 1943. The general index of sales unadjusted for number of business days or for normal seasonal movements, and on the base, 1935-1939=100, stands at 165.2 for March compared with 139.5 for February and 151.4 for March a year ago.

Easter Sunday fell on April 25th in 1943 and on April 9th this year. Consequently the entire Easter trade was concentrated in April a year ago while a certain portion of the Easter trade would be transacted in the latter part of March this year. On making allowance for differences in number of business days, for normal seasonal movements, and on making a further allowance for the shift in the date of Easter, the adjusted index of retail sales stands at 177.2 for March, 1944 compared with 172.6 for February and 167.8 for March a year ago. The seasonally adjusted index of 177.2 for March is the highest figure yet recorded since the inception of these monthly indexes 15 years ago.

Sales of radio and electrical stores were lower by 8 per cent in March of this year than last; shoe store sales were unchanged while all other lines of business for which figures are available recorded increases, these ranging from 2 per cent in the case of variety stores to 15 per cent for candy stores. A brief statement regarding the situation with respect to each of the trades covered in these monthly surveys follows.

Sales of men's clothing stores averaged 7 per cent higher in March of this year than last while sales for the first quarter of the year stand 5 per cent above the corresponding period of 1943. March sales in Ontario were unchanged from March a year ago but all other regions recorded increases amounting to 4 per cent for British Columbia, 10 per cent for the Maritime Provinces, 13 per cent for Quebec and 22 per cent for the Prairie Provinces.

Women's clothing store sales increased 13 per cent in March of this year over last and stand 4 per cent higher for the year-to-date. All regions of the country reported increased sales in March, 1944 over the corresponding month last year, percentage increases standing at 17 per cent for the Maritime Provinces, 11 per cent for Quebec, 11 per cent for Ontario, 20 per cent for the Prairie Provinces and 12 per cent for British Columbia.

Sales made by department stores including the mail order business transacted by such stores were 11 per cent higher in March of this year than last and increased 7 per cent for the first quarter of the year. Results on a regional basis

show that department store sales in Ontario were practically unchanged from last year both for the month of March and for the year-to-date. All other regions reported substantial increases. Percentage changes between March of this year and last for the other economic divisions of the country, with increases for the first quarter of the year in brackets, are as follows: Maritime Provinces, 26 per cent (14 per cent); Quebec, 13 per cent (4 per cent); Prairie Provinces, 20 per cent (15 per cent) and British Columbia, 11 per cent (8 per cent).

Drug store sales continue to record the increases reported in earlier months, March sales standing 6 per cent above March, 1943 while sales for the first quarter of the year stand 9 per cent above the first quarter of 1943. Increases on a regional basis for March, with quarterly gains shown in brackets, are as follows: Maritime Provinces, 10 per cent (12 per cent); Quebec, 6 per cent (8 per cent); Ontario, 4 per cent (6 per cent); Prairie Provinces, 10 per cent (13 per cent) and British Columbia, 9 per cent (15 per cent).

Food store sales gained 10 per cent in March of this year over last and were up by 6 per cent for the year-to-date. The substantial increase in March sales for food stores was shared by all sections of the country and may be attributed in some degree to an expansion in meat sales following the temporary discontinuance of meat rationing as from the beginning of the month. March increases for the various regions of the country, with increases for the year-to-date in brackets, are as follows: Maritime Provinces, 12 per cent (10 per cent); Quebec, 9 per cent (5 per cent); Ontario, 10 per cent (6 per cent); Prairie Provinces, 13 per cent (11 per cent) and British Columbia, 6 per cent (4 per cent).

The trend in variety store sales continues on a horizontal plane, sales for March and for the first quarter of the year standing within narrow limits of the corresponding figures for 1943. Results on a regional basis for this trade show sales in British Columbia slighly below last year, moderate increases occurring in the Prairie Provinces and practically unchanged volume of business being transacted in Central and Eastern Canada.

Results for other lines of business included in the survey showed increases in March this year compared with last of 10 per cent for restaurants, 7 per cent for hardware stores, 6 per cent for furniture stores and 15 per cent for candy stores. As stated earlier in this summary radio and electrical store sales were down by 8 per cent from March, 1943.

Jewellery store sales in Canada were 10 per cent higher in March this year than last. Increases for various regions were as follows: 12 per cent for the Maritime Provinces, 16 per cent for Quebec, 6 per cent for Ontario, 18 per cent for the Prairie Provinces and 11 per cent for British Columbia.

The increase in total sales of 20 firms which reported a breakdown of sales by departments was the same, at 11 per cent, as that recorded for all firms. The greater portion of the increased volume of business resulted from heavy purchasing of men's and women's apparel, piece goods and the continued upward trend in sales of furniture. Sales of women's clothing were 16 per cent higher than in March, 1943, while men's clothing departments recorded an increase of 18 per cent. Footwear sales gained 9 per cent in the same comparison. Piece goods departments showed an increase of 23 per cent in sales. The increase recorded for furniture amounted to 18 per cent, but other household lines showed less activity. Home furnishings departments reported sales up 6 per cent, while household appliance sales were 6 per cent lower and radio and music departments did 35 per cent less business than last year. An increase of 10 per cent was recorded in sales of hardware. Moderate gains of 5 and 3 per cent were reported for drug and food departments respectively.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	March, 1944 + or - per cent compared with			
	March, 1939	March, 1943	February, 1944	Jan.-Mar., 1944 Jan.-Mar., 1943
General Index	+79.0	+ 9.1	+18.4	+ 6.3
Boot and Shoe Stores	+101.3	- 0.3	+32.4	- 5.6
Candy Stores	(g)	+15.3	-10.2	+ 8.9
Men's Clothing Stores	+109.1	+ 7.2	+32.1	+ 3.0
Women's Clothing Stores	+110.9	+12.6	+41.5	+ 4.3
Department Stores	+88.4	+11.4	+32.4	+ 6.6
Drug Stores	+61.4	+ 6.2	+ 4.0	+ 8.7
Furniture Stores	+42.1	+ 5.9	+14.7	+ 4.9
Grocery and Meat Stores	+66.9	+ 9.9	+11.9	+ 6.3
Hardware Stores	+81.1	+ 6.9	+17.6	+ 7.0
Radio and Electrical Stores	+23.8	- 7.8	+ 3.8	- 7.6
Restaurants	+103.1	+ 9.9	+ 9.0	+16.2
Variety Stores	+94.4	+ 1.6	+10.2	+ 1.9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores Sales in March, 1944 Compared with Sales in March, 1943	Jewellery Stores Sales in March, 1944 Compared with Sales in March, 1943
CANADA	- 0.3	+10.1
Maritime Provinces	+ 2.9	+12.0
Quebec	+ 0.7	+15.5
Ontario	- 4.2	+ 5.7
Prairie Provinces	+ 3.6	+17.6
British Columbia	+ 6.6	+11.3

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing (c)	
	A	B	A	B	A	B	A	B
March, 1939	92.3	98.1	69.0	91.9	(g)	(g)	70.2	85.5
March, 1940	105.9	112.3	83.6	93.4	180.1	128.8	90.5	105.6
March, 1941	119.2	129.3	99.6	132.2	102.7	132.8	105.0	130.6
March, 1942	144.7	161.0	139.1	177.1	137.1	187.1	168.0	209.8
March, 1943	151.4	167.8	139.3	198.7	143.9	191.2	136.9	182.0
1943								
April	167.7	163.3	186.1	145.3	199.3	144.0	187.0	173.1
May	162.8	154.5	175.6	149.9	159.8	166.1	162.9	160.5
June	158.8	155.5	198.5	160.4	122.0	186.5	172.4	165.2
July	147.8	155.4	161.3	161.8	149.2	207.6	143.0	164.1
August	142.5	162.1	144.8	181.4	158.3	200.1	117.8	161.9
September	158.0	158.5	169.5	160.8	162.3	204.3	155.6	159.9
October	173.6	157.6	171.5	158.2	189.6	202.1	197.5	152.5
November	174.2	165.1	162.5	171.7	180.9	212.8	206.4	164.3
December	221.7	167.9	209.6	163.1	384.6	173.6	280.1	183.7
1944								
January	132.6	166.2	109.3	150.8	145.5	195.4	108.1	148.7
February	139.5	172.6	104.9	173.7	184.8	194.6	111.1	182.6
March	165.2	177.2	138.9	185.0	165.9	217.8	146.8	182.8

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
March, 1939	83.7	95.8	86.0	91.7	105.2	106.1
March, 1940	102.7	106.0	95.4	105.8	109.4	110.0
March, 1941	114.7	135.7	111.6	125.0	123.7	125.6
March, 1942	149.2	173.4	141.2	156.9	142.0	147.5
March, 1943	156.8	190.7	145.4	164.3	159.9	162.9
1943						
April	214.5	167.0	157.9	153.5	156.9	161.9
May	180.2	169.6	139.1	138.7	159.1	162.2
June	174.9	157.3	136.8	130.9	154.4	164.2
July	151.9	172.7	112.5	144.7	159.7	159.8
August	139.9	199.0	120.9	148.4	153.8	157.1
September	176.2	188.9	159.1	156.8	158.3	157.9
October	206.5	165.9	177.8	157.3	171.6	164.2
November	203.0	182.0	196.0	168.8	169.9	173.0
December	269.8	185.3	240.2	145.8	247.9	196.3
1944						
January	128.4	183.3	109.5	151.0	167.8	176.6
February	124.7	207.4	122.4	156.3	163.2	175.4
March	176.5	206.1	162.0	172.7	169.8	171.9

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.
(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
March, 1939	82.0	94.5	109.6	104.9	72.0	97.1
March, 1940	93.0	112.2	124.5	119.6	79.1	115.3
March, 1941	113.9	132.7	134.7	126.9	97.5	136.7
March, 1942	111.3	132.7	153.3	154.9	122.9	172.2
March, 1943	110.0	128.2	166.4	163.6	116.8	159.9
1943						
April	132.9	123.3	172.7	174.9	144.2	141.4
May	145.0	115.7	177.1	167.4	168.9	128.0
June	114.2	116.7	171.9	174.6	163.2	137.1
July	105.4	130.9	170.0	161.0	154.2	135.9
August	112.5	112.4	157.7	173.5	148.1	141.0
September	116.4	102.8	155.1	160.8	150.5	130.6
October	128.4	107.2	167.2	159.8	157.1	137.7
November	120.3	112.3	155.9	159.4	153.2	150.2
December	141.4	125.5	189.9	181.8	174.7	163.5
1944						
January	92.8	144.2	154.7	167.7	105.1	177.9
February	101.6	125.5	163.4	172.8	110.9	195.8
March	116.5	135.7	182.9	175.7	130.4	179.2

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
March, 1939	82.1	95.7	94.9	95.7	80.2	102.7
March, 1940	97.2	122.4	100.8	102.0	108.6	125.8
March, 1941	119.4	144.6	117.0	118.8	121.0	150.9
March, 1942	126.7	153.5	140.0	143.6	148.2	191.3
March, 1943	110.2	128.5	175.4	176.9	153.5	198.8
1943						
April	114.8	125.9	172.4	172.0	182.9	198.6
May	119.6	107.0	172.5	170.9	190.0	184.8
June	107.2	115.5	170.4	170.6	184.3	181.6
July	97.7	122.8	176.0	166.1	183.4	172.5
August	100.0	127.4	180.9	169.7	160.2	174.8
September	116.2	99.6	185.0	177.6	170.2	183.2
October	118.9	96.2	181.6	179.4	195.7	182.4
November	118.0	92.6	177.6	187.7	199.1	197.8
December	139.6	99.2	182.4	173.9	339.4	185.4
1944						
January	102.3	132.1	184.1	196.3	131.7	212.3
February	97.9	126.4	176.8	193.3	141.5	203.6
March	101.6	118.5	192.7	193.2	155.9	200.3

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
March, 1940	90.5	108.2	88.3	91.0	84.4	87.6
March, 1941	105.0	128.5	100.4	110.6	90.6	89.1
March, 1942	168.0	194.6	180.9	169.9	138.0	142.5
March, 1943	136.9	183.2	128.6	133.6	134.3	142.5
1944						
January	108.1	173.6	90.0	100.4	128.4	114.4
February	111.1	160.2	94.4	104.6	125.8	129.3
March	146.8	202.1	144.9	133.7	164.0	148.1
% Change,						
March, 1944	+ 7.2	+10.3	+12.7	+ 0.1	+22.1	+ 3.9
March, 1943						
% Change,						
Jan.-Mar., 1944 .	+ 3.0	+ 3.9	+ 2.0	- 0.8	+17.3	+ 2.5
Jan.-Mar., 1943 .						
Women's Clothing Stores						
March, 1940	102.7	110.5	88.7	100.9	112.6	133.5
March, 1941	114.7	123.0	105.9	115.5	110.1	138.9
March, 1942	149.2	157.8	148.9	152.8	136.4	147.6
March, 1943	156.8	195.5	146.0	159.1	144.7	177.8
1944						
January	128.4	169.9	104.0	133.6	123.5	161.5
February	124.7	153.1	106.6	123.8	138.6	146.9
March	176.5	228.8	162.5	176.3	173.9	198.7
% Change,						
March, 1944	+12.6	+17.0	+11.3	+10.9	+20.2	+11.8
March, 1943						
% Change,						
Jan.-Mar., 1944 .	+ 4.3	+ 9.5	- 0.7	+ 3.7	+11.7	+ 7.5
Jan.-Mar., 1943 .						
Grocery and Meat Stores						
March, 1940	124.5	120.5	131.7	124.6	113.8	119.7
March, 1941	134.7	129.6	137.7	139.3	118.5	131.0
March, 1942	153.3	153.3	158.8	156.6	134.7	145.9
March, 1943	166.4	178.5	179.1	163.6	143.5	158.4
1944						
January	154.7	177.4	160.2	154.4	136.3	138.4
February	163.4	180.6	173.4	160.8	145.0	149.5
March	182.9	199.0	195.4	179.8	162.8	167.1
% Change,						
March, 1944	+ 9.9	+11.5	+ 9.1	+ 9.9	+13.4	+ 5.5
March, 1943						
% Change,						
Jan.-Mar., 1944 .	+ 6.3	+ 9.9	+ 4.9	+ 5.7	+10.6	+ 3.5
Jan.-Mar., 1943 .						

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
March, 1940	95.4	89.8	101.8	93.9	93.0	101.4
March, 1941	111.6	115.9	116.1	112.1	104.7	119.6
March, 1942	141.2	157.6	157.1	144.8	125.3	138.5
March, 1943	145.4	170.3	147.4	143.7	137.3	155.5
1944						
January	109.5	117.5	105.5	100.7	114.3	126.7
February	122.4	132.8	126.5	116.1	121.2	135.1
March	162.0	215.3	166.9	145.9	165.3	169.8
% Change, March, 1944 ..... March, 1943	+11.4	+26.4	+13.2	+ 1.5	+20.4	+10.6
% Change, Jan.-Mar., 1944 . Jan.-Mar., 1943 .	+ 6.6	+13.7	+ 4.1	+ 0.2	+14.5	+ 7.8
Variety Stores						
March, 1940	108.6	125.1	111.1	103.5	112.6	105.3
March, 1941	121.0	156.0	122.2	117.5	116.2	105.6
March, 1942	148.2	187.6	158.2	139.6	145.6	125.7
March, 1943	153.5	192.5	172.8	142.5	142.4	129.4
1944						
January	131.7	152.4	156.4	116.8	130.9	107.0
February	141.5	172.4	153.5	130.5	149.4	121.2
March	155.9	196.6	177.5	143.5	151.7	120.6
% Change, March, 1944 ..... March, 1943	+ 1.6	+ 2.1	+ 2.7	+ 0.7	+ 6.5	- 6.8
% Change, Jan.-Mar., 1944 . Jan.-Mar., 1943 .	+ 1.9	+ 5.5	+ 1.2	+ 0.2	+ 9.7	- 2.1
Drug Stores						
March, 1940	109.4	116.5	115.2	108.2	106.8	102.4
March, 1941	123.7	138.3	126.0	124.9	115.3	116.8
March, 1942	142.0	161.6	145.6	139.7	139.5	135.2
March, 1943	159.9	189.1	165.0	152.5	156.5	174.0
1944						
January	167.8	195.9	171.3	158.0	169.9	189.1
February	163.2	190.9	166.4	153.1	166.2	185.7
March	169.8	207.6	174.3	158.5	171.9	189.7
% Change, March, 1944 ..... March, 1943	+ 6.2	+ 9.8	+ 5.6	+ 3.9	+ 9.8	+ 9.0
% Change, Jan.-Mar., 1944 . Jan.-Mar., 1943 .	+ 8.7	+11.7	+ 8.2	+ 5.9	+12.9	+14.6

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1943 and March, 1944
(Based on dollar sales of 20 firms including mail order houses)

	March, 1943	March, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	27,247,501	30,344,757	+11.4
1. Women's dresses, coats and suits	3,347,719	3,818,606	+14.1
2. Girls' and infants' wear	1,165,494	1,457,370	+25.0
3. Hosiery and gloves	1,123,566	1,196,399	+ 6.5
4. Lingerie and corsets	1,218,944	1,490,902	+22.3
5. Millinery	360,510	405,584	+12.5
6. Women's and children's apparel--(Total,1-5)	7,216,233	8,368,861	+16.0
7. Men's and boys' clothing and furnishings	2,790,698	3,284,913	+17.7
8. Drugs and toilet articles and preparations	810,566	853,224	+ 5.3
9. Piece goods	2,229,100	2,733,343	+22.6
10. Smallwares	957,656	1,090,420	+13.9
11. Food and kindred products	2,559,131	2,644,996	+ 3.4
12. Furniture (including mattresses and springs)	1,487,372	1,756,446	+18.1
13. Home furnishings	2,016,662	2,144,892	+ 6.4
14. Household appliances and electrical supplies	533,429	503,023	- 5.7
15. Hardware and kitchen utensils	1,196,187	1,309,351	+ 9.5
16. Radios, musical instruments and supplies	338,198	219,089	-35.2
17. Shoes and other footwear	1,909,199	2,078,937	+ 8.9
18. Stationery, books and magazines	408,202	451,565	+10.6
19. All other departments, total	2,794,868	2,905,697	+ 4.0

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Jan.-to-Mar., 1943 and Jan.-to-Mar., 1944
(Based on dollar sales of 20 firms including mail order houses)

	Jan.-to-Mar., 1943	Jan.-to-Mar., 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	67,178,641	70,997,515	+ 5.7
1. Women's dresses, coats and suits	7,544,440	8,033,971	+ 6.5
2. Girls' and infants' wear	2,406,311	2,839,138	+18.0
3. Hosiery and gloves	2,723,332	2,857,655	+ 4.9
4. Lingerie and corsets	3,158,397	3,458,009	+ 9.5
5. Millinery	671,589	753,400	+12.2
6. Women's and children's apparel--(Total, 1-5)	16,504,069	17,942,173	+ 8.7
7. Men's and boys' clothing and furnishings	6,546,335	7,143,393	+ 9.1
8. Drugs and toilet articles and preparations	2,218,285	2,305,651	+ 3.9
9. Piece goods	6,072,335	6,679,762	+10.0
10. Smallwares	2,584,378	2,775,190	+ 7.4
11. Food and kindred products	6,981,733	7,032,708	+ 0.7
12. Furniture (including mattresses and springs)	3,713,427	4,409,633	+18.7
13. Home furnishings	4,863,813	4,982,970	+ 2.4
14. Household appliances and electrical supplies	1,402,499	1,237,608	-11.8
15. Hardware and kitchen utensils	2,584,221	2,769,476	+ 7.2
16. Radios, musical instruments and supplies	940,142	630,518	-32.9
17. Shoes and other footwear	4,545,122	4,439,562	- 2.3
18. Stationery, books and magazines	1,131,397	1,258,228	+11.2
19. All other departments, total	7,090,855	7,391,643	+ 4.2

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Monthly Indexes of Retail Sales in Canada, April, 1944
(1935-1939=100)

The dollar volume of retail trade in Canada during April, measured by the composite index for twelve kinds of business, increased 6 per cent over April, 1943 and recorded a gain of 7 per cent over March of this year. Sales in the first four months of this year averaged 6 per cent higher than in the similar period of 1943. Unadjusted indexes, on the base, 1935-1939 = 100, stood at 176.8 for April, 1944, compared with 155.4 for March and 167.3 for April a year ago.

After adjustment for differences in number of business days and for normal seasonal movements, and with an additional allowance for the shifting date of Easter, the index stood at 175.3 in April, slightly below the 177.4 recorded in March, but 8 per cent above the index of 162.9 for April, 1943. The average of the adjusted indexes during the first four months of this year was 172.7, indicating that the level of retail business was almost 75 per cent above that prevailing during the base period, 1935 to 1939.

Sales of radio and electrical stores declined 8 per cent in April below sales in the same month last year, this decrease being on a par with the average reduction between the first four months of 1943 and 1944 for this trade. Variety stores did only 1 per cent more business in April this year, while averaging 2 per cent higher in the cumulative comparison. All of the remaining ten trades reported increases in sales ranging from 4 to 10 per cent over April, 1943.

Department store sales gained 4 per cent in April compared with April a year ago and were up 1 per cent from March. Sales in the first four months of the year were 6 per cent greater than in the corresponding period of 1943. Mail order business transacted by departmental firms is included in these results. Gains of 8 per cent in the Maritime Provinces and in the Prairie Provinces for April compared with increases of 12 and 13 per cent respectively in sales comparisons for the first four months of the two years. Quebec sales gained 4 per cent both in April and in the average for the first four months, while a 4 per cent gain for British Columbia in April is slightly below the 7 per cent increase in the cumulative comparison. Ontario sales were up 1 per cent in both comparisons.

Sales of men's clothing stores gained 8 per cent over April, 1943, 38 per cent over March, 1944 and were up 5 per cent in the first four months of this year

compared with last. Stores specializing in men's wear located in the Prairie Provinces did 19 per cent more business in April this year than last, an increase which approximated the 18 per cent gain for the year-to-date. Sales in the Maritime Provinces were reported up 14 per cent in April, a substantial increase over the 6 per cent margin recorded for the first four months. April increases for other regions, with gains for the year-to-date in brackets, were as follows: Ontario, 6 per cent (2 per cent); Quebec, 5 per cent (3 per cent) and British Columbia, 3 per cent (2 per cent).

Stores specializing in the sales of women's apparel showed sales 8 per cent higher in April and 6 per cent higher in the period from January to April than in the same periods a year ago. In this trade also, expansion in the Prairie Provinces and in the Maritime Provinces has exceeded that recorded in other parts of the country. April sales were 18 per cent higher in the Maritime Provinces while sales were up 13 per cent for the first four months of this year. Corresponding gains in the Prairie Provinces were 16 per cent for April and 14 per cent in the aggregate. Other regions reported gains in April ranging from 4 to 6 per cent, while moderate gains were shown in the cumulative results also.

Drug store sales were up 8 per cent in April and 9 per cent in the first four months. While gains in the eastern and central regions were about the same in April as in the preceding months of the year, evidence of a slight decline in the margin of increase was reflected in results for the western regions.

Increases of 6 per cent are shown for grocery and meat stores in both the April and the cumulative comparisons. Food sales in the Maritime Provinces were up slightly over 10 per cent in both comparisons, but more moderate advances occurred in other provinces.

Variety store sales reported an increase of 1 per cent in April compared with an average gain of 2 per cent for the first four months of this year over last. Results for Quebec and Ontario were almost similar to those for the country as a whole. Sales in the Maritime Provinces maintained the 6 per cent margin of improvement reported for the first three months of the year. Although the increase in the Prairie Provinces in April was only 1 per cent, the average gain for the year stands at 7 per cent. British Columbia reported a decline of 5 per cent in April and variety store sales in that province were 3 per cent lower in the first four months.

Sales of shoe stores were 10 per cent higher in April this year than last, but were fractionally lower over the four-month period to the end of April. Increases in April for various regions were as follows: 17 per cent in the Maritime Provinces, 15 per cent in the Prairie Provinces, 9 per cent in Quebec, 9 per cent in Ontario and 6 per cent in British Columbia.

Increases in April this year over last for other groups included in this survey were as follows: candy stores, 10 per cent; furniture stores, 5 per cent; hardware stores, 9 per cent and restaurants, 8 per cent.

Jewellery store sales were up 8 per cent for Canada as a whole, and gains in the different sections of the country were as follows: 16 per cent in the Maritime Provinces, 10 per cent in the Prairie Provinces, 9 per cent in Ontario, 4 per cent in British Columbia and 2 per cent in Quebec.

April, 1944 sales of 19 departmental firms which reported sales by departments were 6 per cent higher this year than in April a year ago. Increases in furniture and piece goods continue to feature the summary by departments; these two

departments recorded gains of 19 per cent in the month under review. Men's clothing sales were 9 per cent higher, women's apparel sales were up 6 per cent while footwear departments gained 7 per cent over April last year. Hardware sales averaged 7 per cent greater, drug sales were up 3 per cent and smallwares, 5 per cent. Declines, ranging from 1 to 3 per cent, occurred in departments specializing in household appliances and electrical goods, food and home furnishings. The only pronounced decline was that for the radio and music departments, whose sales were 28 per cent below April, 1943.

Regional Trends in Retail Trade - First Quarter, 1944

Indexes of retail sales for the five principal economic divisions of Canada are available for six kinds of business covered in the tables of this bulletin. Indexes of country general store sales by regions are published in a separate report. A composite index, based on these seven trades, has been compiled for each region of the country. Included in this index are sales of men's and women's clothing stores, department stores, variety stores, food stores and drug stores together with country general stores.

Sales for the first three months of this year averaged 6.9 per cent higher for Canada as a whole than in the corresponding period of last year. This result compares with the 6.5 per cent gain in the same comparison for indexes based on twelve trades which are contained elsewhere in this bulletin.

The greatest expansion in business during the early part of this year took place in the Prairie Provinces where sales were up 13 per cent over the first three months of 1943. The Maritime Provinces continued to record steady and pronounced advances with sales up 11 per cent in the first quarter of this year compared with last. Increases for the same period in other regions of the country were as follows: 8 per cent in British Columbia, 7 per cent in Quebec and 4 per cent in Ontario.

More substantial increases were recorded in March than in the first two months of the year. Easter buying was almost entirely concentrated in April last year, but the earlier date of Easter in 1944 shifted a portion of this seasonal trade into March of 1944. Favourable weather in March this year also stimulated sales during the first quarter of the year.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	April, 1944 + or - per cent compared with			
	April, 1939	April, 1943	March, 1944	Jan.-April, 1944 Jan.-April, 1943
General Index	+69.7	+ 5.7	+ 6.9	+ 6.3
Boot and Shoe Stores	+78.7	+ 9.8	+46.8	- 0.5
Candy Stores	(g)	+ 9.7	+29.9	+ 9.5
Men's Clothing Stores	+99.8	+ 7.8	+37.6	+ 4.5
Women's Clothing Stores	+82.6	+ 7.6	+31.3	+ 5.5
Department Stores	+69.2	+ 4.1	+ 0.7	+ 6.1
Drug Stores	+64.5	+ 7.8	- 0.6	+ 8.7
Furniture Stores	+35.2	+ 5.0	+19.7	+ 5.7
Grocery and Meat Stores	+65.5	+ 5.9	- 0.2	+ 6.2
Hardware Stores	+61.0	+ 8.5	+20.1	+10.8
Radio and Electrical Stores	+10.2	- 8.3	+ 0.1	- 7.5
Restaurants	+99.9	+ 8.2	- 3.3	+14.1
Variety Stores	+83.3	+ 1.1	+18.4	+ 1.8

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores Sales in April, 1944 Compared with Sales in April, 1943	Jewellery Stores Sales in April, 1944 Compared with Sales in April, 1943
CANADA	+ 9.8	+ 8.2
Maritime Provinces	+16.7	+15.8
Quebec	+ 9.4	+ 1.8
Ontario	+ 8.5	+ 8.5
Prairie Provinces	+14.5	+10.4
British Columbia	+ 6.0	+ 3.8

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
1943								
January	128.6	155.5	103.1	132.7	138.0	191.9	106.9	137.6
February	130.5	167.9	131.5	222.2	173.7	171.1	111.4	188.5
March	151.1	167.5	139.4	198.8	143.9	191.2	137.8	183.2
April	167.3	162.9	185.8	145.1	199.3	144.0	187.5	176.5
May	162.7	154.4	175.1	149.4	159.8	166.1	164.2	161.7
June	158.8	155.5	198.0	160.0	122.0	186.5	172.6	165.3
July	147.8	155.4	161.2	161.7	149.2	207.6	143.7	164.8
August	142.3	161.9	144.3	180.7	158.3	200.1	118.3	162.5
September	157.9	158.4	168.7	160.0	162.3	204.3	155.9	160.3
October	173.4	157.5	171.3	158.0	189.6	202.1	197.2	152.3
November	174.1	165.0	162.6	171.8	180.9	212.8	206.8	164.7
December	221.7	167.9	209.7	163.2	384.6	173.6	279.4	183.2
1944								
January	132.5	166.0	108.7	149.9	145.5	195.4	107.7	148.1
February	139.0	172.0	105.1	174.0	184.8	194.6	111.4	183.1
March	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April	176.8	175.3	204.1	159.2	218.7	155.0	202.2	191.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
1943						
January	127.3	174.7	107.8	148.1	151.8	159.3
February	127.8	219.7	116.2	154.5	148.8	165.1
March	155.8	189.4	145,4	164.3	159.6	162.6
April	214.4	166.9	157.9	153.5	156.8	161.8
May	180.7	170.0	139.1	138.7	159.3	162.4
June	175.7	158.0	136.8	130.9	154.2	164.0
July	152.4	173.2	112.5	144.7	159.6	159.6
August	138.7	197.3	120.9	148.4	153.6	156.9
September	176.1	188.8	159.1	156.8	158.1	157.8
October	206.3	165.7	177.8	157.3	171.7	164.2
November	202.9	182.0	196.0	168.8	169.5	172.6
December	270.1	185.6	240.2	145.8	248.2	196.5
1944						
January	128.6	183.5	109.7	151.3	168.2	177.0
February	124.7	207.5	122.4	156.3	163.0	175.1
March	175.6	205.0	163.2	174.0	170.1	172.1
April	230.6	182.9	164.3	174.0	169.1	174.5

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

Index Numbers of Retail Sales (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
1943						
January	93.1	139.5	154.7	156.9	92.9	154.8
February	94.7	121.4	148.3	161.4	98.8	181.0
March	106.5	124.1	166.1	163.3	116.4	159.4
April	132.1	122.5	172.0	174.2	143.3	140.6
May	144.4	115.2	176.7	167.1	169.5	128.4
June	113.2	115.6	171.7	174.5	163.8	137.6
July	105.6	131.2	169.7	160.7	155.3	136.9
August	112.0	112.0	157.2	173.0	149.6	142.4
September	117.2	103.5	154.6	160.3	151.8	131.7
October	127.7	106.7	166.9	159.5	156.5	137.1
November	120.6	112.6	155.8	159.3	153.6	150.6
December	141.4	125.4	189.7	181.6	175.0	163.7
1944						
January	94.4	146.6	154.1	167.1	104.4	176.7
February	101.5	125.4	161.9	171.2	110.6	195.3
March	115.9	135.0	182.5	175.3	129.5	178.0
April	138.7	128.6	182.1	181.4	155.5	155.0

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
1943						
January	112.8	145.6	153.1	162.6	128.4	195.2
February	100.2	134.8	148.1	167.7	139.1	206.0
March	109.6	127.8	175.4	176.9	153.5	198.8
April	111.6	122.4	172.4	172.0	182.9	198.6
May	116.6	104.3	172.5	170.9	190.0	184.8
June	105.8	114.1	170.4	170.6	184.3	181.6
July	96.8	121.7	176.0	166.1	183.4	172.5
August	98.8	125.8	180.9	169.7	160.2	174.8
September	114.1	97.8	185.0	177.6	170.2	183.2
October	118.2	95.7	181.6	179.4	195.7	182.4
November	116.0	91.0	177.6	187.7	199.1	197.8
December	140.0	99.5	182.4	173.9	339.4	185.4
1944						
January	100.7	130.0	184.1	196.3	131.7	212.3
February	96.4	124.4	176.8	193.3	141.5	203.6
March	102.2	119.1	192.9	193.3	156.3	200.9
April	102.3	116.8	186.5	189.2	185.0	196.2

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontaric	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
April, 1940	101.5	116.8	104.3	101.3	94.6	91.1
April, 1941	146.7	184.0	150.0	153.2	121.5	107.1
April, 1942	188.8	232.7	210.6	182.7	164.4	156.2
April, 1943	187.5	230.8	201.4	178.5	185.7	160.0
1944						
January	107.7	178.6	87.6	99.9	128.9	113.5
February	111.4	156.8	93.9	105.7	126.8	129.7
March	146.9	203.2	144.2	134.8	162.8	146.0
April	202.2	262.3	211.5	188.8	221.7	164.2
% Change, April, 1944 ..... April, 1943	+ 7.8	+13.6	+ 5.0	+ 5.8	+19.4	+ 2.6
% Change, Jan.-April, 1944 Jan.-April, 1943	+ 4.5	+ 5.8	+ 3.0	+ 1.6	+17.7	+ 2.1
Women's Clothing Stores						
April, 1940	129.4	130.5	130.7	132.5	114.1	133.2
April, 1941	170.1	195.3	172.4	176.0	147.5	156.5
April, 1942	183.5	201.4	196.3	186.0	150.8	177.0
April, 1943	214.4	240.2	211.9	212.3	208.2	230.9
1944						
January	128.6	168.2	104.9	133.6	122.9	161.8
February	124.7	158.9	107.4	123.2	137.4	147.6
March	175.6	230.6	159.2	174.7	177.2	200.8
April	230.6	283.9	221.6	225.8	241.6	240.6
% Change, April, 1944 ..... April, 1943	+ 7.6	+18.2	+ 4.6	+ 6.4	+16.0	+ 4.2
% Change, Jan.-April, 1944 Jan.-April, 1943	+ 5.5	+13.3	+ 1.1	+ 4.3	+13.9	+ 6.3
Grocery and Meat Stores						
April, 1940	116.2	111.1	120.2	117.0	107.5	117.2
April, 1941	132.2	124.3	135.0	135.8	119.6	131.8
April, 1942	157.4	156.6	165.6	159.4	138.6	147.7
April, 1943	172.0	176.8	185.7	169.0	153.1	162.6
1944						
January	154.1	179.3	158.9	153.8	136.1	136.7
February	161.9	181.2	169.1	160.7	144.7	145.7
March	182.5	198.8	194.6	179.4	163.4	166.0
April	182.1	197.4	195.5	178.2	163.2	165.4
% Change, April, 1944 ..... April, 1943	+ 5.9	+11.7	+ 5.3	+ 5.4	+ 6.6	+ 1.7
% Change, Jan.-April, 1944 Jan.-April, 1943	+ 6.2	+10.3	+ 5.0	+ 5.6	+ 9.6	+ 3.1

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
April, 1940	105.2	102.3	113.5	107.4	99.6	103.5
April, 1941	132.2	144.2	143.0	137.3	121.4	121.7
April, 1942	145.1	169.5	157.8	145.0	133.5	143.8
April, 1943	157.9	180.7	174.9	151.2	151.6	161.2
1944						
January	109.7	117.5	105.5	101.2	114.3	126.7
February	122.4	132.8	126.5	116.1	121.2	135.1
March	163.2	216.2	167.7	148.2	166.2	168.7
April	164.3	194.3	181.8	152.6	163.0	167.2
% Change, April, 1944 ..... April, 1943	+ 4.1	+ 7.5	+ 3.9	+ 0.9	+ 7.5	+ 3.7
% Change, Jan.-April, 1944 Jan.-April, 1943	+ 6.1	+12.0	+ 4.2	+ 1.0	+12.6	+ 6.5
			Variety Stores			
April, 1940	104.2	117.2	109.2	100.3	102.9	97.9
April, 1941	143.4	184.1	149.2	137.6	140.0	117.7
April, 1942	169.2	211.6	184.7	160.4	162.1	134.1
April, 1943	182.9	221.4	205.8	167.8	189.1	145.5
1944						
January	131.7	152.4	156.4	118.8	130.9	107.0
February	141.5	172.4	153.5	130.5	149.4	121.2
March	156.3	200.0	177.0	144.0	151.8	120.6
April	185.0	234.4	209.4	168.8	190.8	137.6
% Change, April, 1944 ..... April, 1943	+ 1.1	+ 5.9	+ 1.7	+ 0.6	+ 0.9	- 5.4
% Change, Jan.-April, 1944 Jan.-April, 1943	+ 1.8	+ 6.1	+ 1.3	+ 0.4	+ 6.9	- 3.1
			Drug Stores			
April, 1940	103.9	106.7	107.9	102.0	103.5	104.1
April, 1941	121.0	141.1	117.7	120.7	119.8	115.6
April, 1942	143.4	173.4	140.7	139.2	148.9	136.2
April, 1943	156.8	192.7	156.2	147.8	162.5	168.7
1944						
January	168.2	196.1	171.6	158.4	170.3	189.8
February	163.0	190.6	165.3	152.7	166.6	186.6
March	170.1	206.9	173.6	158.7	172.4	192.5
April	169.1	212.9	168.1	159.6	172.6	182.5
% Change, April, 1944 ..... April, 1943	+ 7.8	+10.5	+ 7.6	+ 8.0	+ 6.2	+ 8.2
% Change, Jan.-April, 1944 . Jan.-April, 1943 .	+ 8.7	+11.2	+ 8.1	+ 6.6	+11.3	+12.8

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1943 and April, 1944
(Based on dollar sales of 19 firms including mail order houses)

	April, 1943	April, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	28,673,332	30,353,327	+ 5.9
1. Women's dresses, coats and suits	3,730,781	4,043,134	+ 8.4
2. Girls' and infants' wear	1,281,138	1,382,940	+ 7.9
3. Hosiery and gloves	1,393,228	1,402,052	+ 0.6
4. Lingerie and corsets	1,128,605	1,246,509	+10.4
5. Millinery	576,783	557,696	- 3.3
6. Women's and children's apparel--(Total, 1-5)	8,110,535	8,632,331	+ 6.4
7. Men's and boys' clothing and furnishings	3,356,941	3,665,535	+ 9.2
8. Drugs and toilet articles and preparations	748,721	768,408	+ 2.6
9. Piece goods	1,779,203	2,112,260	+18.7
10. Smallwares	942,909	991,954	+ 5.2
11. Food and kindred products	2,558,636	2,502,031	- 2.2
12. Furniture (including mattresses and springs)	1,428,400	1,702,153	+19.2
13. Home furnishings	2,223,236	2,152,990	- 3.2
14. Household appliances and electrical supplies	518,180	512,975	- 1.0
15. Hardware and kitchen utensils	1,218,414	1,306,088	+ 7.2
16. Radios, musical instruments and supplies	259,479	187,567	-27.7
17. Shoes and other footwear	2,203,501	2,358,583	+ 7.0
18. Stationery, books and magazines	385,207	392,823	+ 2.0
19. All other departments, total	2,939,970	3,067,629	+ 4.3

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Monthly Indexes of Retail Sales in Canada, May, 1944
(1935-1939=100)

The amount of money spent by customers in retail stores in Canada was unchanged in May compared with April but was 9 per cent greater than the amount spent in May a year ago according to monthly index numbers of retail sales reflecting the trend in twelve different kinds of retail business. The general index of sales on the base, average 1935-1939 = 100, stands at 176.7 for April and May this year and at 162.7 for May, 1943. Sales for the first five months of 1944 stand 7 per cent above the volume of business transacted in the corresponding period of last year.

A marked gain of 20 per cent in department store sales contributed in large measure to the 9 per cent increase in the total trade. Food stores, which constitute the other important component in the general index, had an increase of only 2 per cent. Radio and electrical store sales were down by 3 per cent compared with May last year while moderate gains ranging from 1 per cent for variety stores to 14 per cent for hardware stores were recorded for other lines of business for which index numbers are computed.

Specialty shoe stores did 12 per cent more business in May of this year than last, increases on a regional basis standing at 7 per cent for the Maritime Provinces, 10 per cent for Quebec, 11 per cent for Ontario, 15 per cent for the Prairie Provinces and 17 per cent for British Columbia.

Men's clothing store sales declined 9 per cent from April but were 11 per cent higher than in May, 1943, while sales for the year-to-date stand 6 per cent above the corresponding five-month period of last year. Results on a regional basis show the Prairie Provinces leading in point of view of increased sales, both for the month of May and for the year-to-date. Percentage increases between May of this year and last for the various regions with percentage gains for the first five months in brackets are as follows: Maritime Provinces, 5 per cent (6 per cent); Quebec,10 per cent (4 per cent); Ontario, 12 per cent (4 per cent); Prairie Provinces, 17 per cent (17 per cent) and British Columbia, 5 per cent (5 per cent).

Apart from more substantial gains in the Maritime Provinces, results for women's specialty shops conformed closely with those for men's wear. Women's specialty shop sales declined 12 per cent in May from April and were up 12 per cent compared with May a year ago. Sales for the year-to-date are up 7 per cent. Increases on a regional basis over May last year with gains for the year-to-date in brackets are as follows: Maritime Provinces, 15 per cent (15 per cent); Quebec, 10 per cent (3 per cent); Ontario, 11 per cent (6 per cent); Prairie Provinces, 18 per cent (15 per cent) and British Columbia, 12 per cent (8 per cent).

May sales of department stores were up substantially in all sections of the country compared with May last year. Compared with an average gain of 20 per cent for

the month and 9 per cent for the year-to-date, increases for the various regions are as follows: Maritime Provinces, 25 per cent (15 per cent); Quebec, 18 per cent (7 per cent); Ontario, 21 per cent (5 per cent); Prairie Provinces, 20 per cent (14 per cent) and British Columbia, 13 per cent (8 per cent).

Drug store sales in May were unchanged from April, were up 6 per cent compared with May last year while cumulative totals for the first five months stand 8 per cent above the corresponding period of 1943. Substantial gains in drug store sales were recorded in British Columbia where increases of 15 per cent in the May comparison and 13 per cent for the year-to-date were recorded. More moderate gains ranging from 4 per cent in Ontario to 7 per cent in the Maritime Provinces for the month and from 6 per cent in Ontario to 10 per cent in the Maritime and Prairie Provinces for the year-to-date were also recorded.

Sales of grocery and combination stores were practically unchanged in May from April and also compared with May last year. Results for the first five months of the year stand 5 per cent above the corresponding period of 1943. May sales in the Maritime Provinces gained 8 per cent compared with May last year while sales in the other regions of the country were practically unchanged. Cumulative results for the first five months of this year compared with last show gains of 10 per cent in the Maritime Provinces, 4 per cent in Quebec, 5 per cent in Ontario, 8 per cent in the Prairie Provinces and 2 per cent in British Columbia.

Variety store sales continue on a horizontal plane, results for May and for the first five months of the year showing no appreciable change from the corresponding periods of 1943, either for the country as a whole or for any of the five economic regions for which separate indexes are compiled.

The results for jewellery stores are not incorporated in the general index of sales but returns received from a sample number of such stores reveal an increase of 11 per cent in sales in May of this year compared with last. Sales in the Maritime Provinces were down by 9 per cent; results for the other four regions showed increases amounting to 13 per cent for Quebec, 15 per cent for Ontario, 22 per cent for the Prairie Provinces and 7 per cent for British Columbia.

An increase of 20 per cent was recorded by 19 departmental firms which furnished reports on sales by departments. The only decline among the results for various departments was a 19 per cent decrease in sales of radio and music. Furniture and piece goods departments again showed most pronounced gains, with advances of 34 and 32 per cent respectively over May, 1943. A feature of the May results is the pronounced increase in sales of wearing apparel. Identical gains of 22 per cent were recorded for men's clothing and women's clothing, while footwear sales gained 23 per cent. Increases within the 15 to 20 per cent range were recorded by drug, smallwares, home furnishings and hardware departments. Food sales averaged 7 per cent higher, with an increase of 13 per cent occurring in sales of stationery departments.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	May, 1944 + or - per cent compared with			
	May, 1939	May, 1943	April, 1944	Jan.-May, 1944 / Jan.-May, 1943
General Index	+64.1	+ 8.6	(a)	+ 6.8
Boot and Shoe Stores	+73.8	+11.5	- 4.4	+ 2.4
Candy Stores	(g)	+ 2.8	-25.0	+ 8.2
Men's Clothing Stores	+92.0	+11.1	- 9.0	+ 5.8
Women's Clothing Stores	+94.2	+12.0	-11.7	+ 6.8
Department Stores	+64.0	+19.6	+ 1.2	+ 8.9
Drug Stores	+64.4	+ 6.0	- 0.2	+ 8.1
Furniture Stores	+25.2	+ 8.6	+13.2	+ 6.4
Grocery and Meat Stores	+63.5	+ 1.5	- 1.4	+ 5.1
Hardware Stores	+41.2	+14.0	+23.8	+11.8
Radio and Electrical Stores	- 7.8	- 3.3	+ 8.6	- 6.3
Restaurants	+86.6	+ 8.7	+ 0.7	+12.9
Variety Stores	+79.1	+ 0.8	+ 3.7	+ 1.5

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores: Sales in May, 1944 Compared with Sales in May, 1943	Jewellery Stores: Sales in May, 1944 Compared with Sales in May, 1943
CANADA	+11.5	+11.4
Maritime Provinces	+ 6.8	- 9.3
Quebec	+10.1	+12.5
Ontario	+11.4	+14.8
Prairie Provinces	+15.3	+22.2
British Columbia	+17.4	+ 7.4

(a) Unchanged.
(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
May, 1939	107.7	103.0	112.4	100.1	(g)	(g)	95.0	98.0
May, 1940	119.9	113.7	117.8	104.5	115.9	122.6	107.8	109.9
May, 1941	142.9	134.5	143.6	126.9	141.8	142.6	135.4	137.0
May, 1942	159.1	149.0	167.4	144.0	161.8	167.6	160.3	157.9
May, 1943	162.7	154.4	175.1	149.4	159.8	166.1	164.2	161.7
1943								
June	158.8	155.5	198.0	160.0	122.0	186.5	172.6	165.3
July	147.8	155.4	161.2	161.7	149.2	207.6	143.7	164.8
August	142.3	161.9	144.3	180.7	158.3	200.1	118.3	162.5
September	157.9	158.4	168.7	160.0	162.3	204.3	155.9	160.3
October	173.4	157.5	171.3	158.0	189.6	202.1	197.2	152.3
November	174.1	165.0	162.6	171.8	180.9	212.8	206.8	164.7
December	221.7	167.9	209.7	163.2	384.6	173.6	279.4	183.2
1944								
January	132.5	166.1	108.7	149.9	145.5	203.9	107.7	148.1
February	139.0	171.8	105.1	174.0	184.8	176.9	111.4	183.1
March	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April	176.7	175.2	204.3	159.4	219.0	155.2	200.5	190.1
May	176.7	169.1	195.3	175.3	164.2	175.9	182.4	186.7

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
May, 1939	104.2	100.4	101.4	98.4	102.7	105.7
May, 1940	118.1	112.4	111.9	108.1	107.4	109.5
May, 1941	141.1	133.3	134.3	129.2	126.5	126.1
May, 1942	166.3	152.9	142.2	140.1	144.3	146.6
May, 1943	180.7	170.0	139.1	138.7	159.3	162.4
1943						
June	175.7	158.0	136.8	130.9	154.2	164.0
July	152.4	173.2	112.5	144.7	159.6	159.6
August	138.7	197.3	120.9	148.4	153.6	156.9
September	176.1	188.8	159.1	156.8	158.1	157.8
October	206.3	165.7	177.8	157.3	171.7	164.2
November	202.9	182.0	196.0	168.8	169.5	172.6
December	270.1	185.6	240.2	145.8	248.2	196.5
1944						
January	128.6	183.5	109.7	151.3	168.2	177.0
February	124.7	207.5	122.4	156.3	163.0	175.1
March	175.6	205.0	163.2	174.0	170.1	172.1
April	229.2	181.8	164.3	174.0	169.2	174.6
May	202.4	191.8	166.3	160.0	168.8	173.8

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
May, 1939	125.2	99.9	109.7	108.7	136.9	101.7
May, 1940	146.6	117.0	123.9	120.8	148.3	110.2
May, 1941	173.3	138.3	146.8	141.4	169.4	125.9
May, 1942	157.0	126.8	169.8	157.0	174.8	135.0
May, 1943	144.4	115.2	176.7	167.1	169.5	128.4
1943						
June	113.2	115.6	171.7	174.5	163.8	137.6
July	105.6	131.2	169.7	160.7	155.3	136.9
August	112.0	112.0	157.2	173.0	149.6	142.4
September	117.2	103.5	154.6	160.3	151.8	131.7
October	127.7	106.7	166.9	159.5	156.5	137.1
November	120.6	112.6	155.8	159.3	153.6	150.6
December	141.4	125.4	189.7	181.6	175.0	163.7
1944						
January	94.4	146.6	154.1	167.1	104.4	176.7
February	101.5	125.4	161.9	171.2	110.6	195.3
March	115.9	135.0	182.5	175.3	129.5	178.0
April	138.5	128.5	181.9	181.2	156.1	155.6
May	156.8	125.1	179.4	176.3	193.3	143.6

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
May, 1939	122.4	105.3	100.5	98.7	106.9	107.7
May, 1940	150.4	129.4	103.6	101.4	124.8	125.2
May, 1941	166.4	143.1	119.2	115.6	159.8	159.7
May, 1942	154.4	138.1	145.1	142.5	186.4	180.6
May, 1943	116.6	104.3	172.5	170.9	190.0	184.8
1943						
June	105.8	114.1	170.4	170.6	184.3	181.6
July	96.8	121.7	176.0	166.1	183.4	172.5
August	98.8	125.8	180.9	169.7	160.2	174.8
September	114.1	97.8	185.0	177.6	170.2	183.2
October	118.2	95.7	181.6	179.4	195.7	182.4
November	116.0	91.0	177.6	187.7	199.1	197.8
December	140.0	99.5	182.4	173.9	339.4	185.4
1944						
January	100.7	130.0	184.1	196.3	131.7	212.3
February	96.4	124.4	176.8	193.3	141.5	203.6
March	102.2	119.1	192.9	193.3	156.3	200.9
April	103.9	118.6	186.2	188.9	184.6	195.8
May	112.8	97.1	187.5	183.5	191.5	192.2

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
May, 1940	107.8	130.0	120.4	100.8	99.9	101.2
May, 1941	135.4	174.8	143.0	133.0	122.8	110.2
May, 1942	160.3	220.4	179.6	146.6	144.9	147.6
May, 1943	164.2	237.6	179.0	146.5	167.9	145.7
1944						
March	146.9	203.2	144.2	134.8	162.8	146.0
April	200.5	265.5	207.4	188.3	218.1	162.2
May	182.4	248.6	197.7	164.4	197.0	153.6
% Change, May, 1944 / May, 1943	+11.1	+ 4.6	+10.4	+12.2	+17.3	+ 5.4
% Change, Jan.-May, 1944 / Jan.-May, 1943	+ 5.8	+ 5.9	+ 4.3	+ 3.9	+17.1	+ 2.5
Women's Clothing Stores						
May, 1940	118.1	162.1	125.0	108.5	118.0	128.5
May, 1941	141.1	192.7	146.0	136.5	129.9	145.7
May, 1942	166.3	219.7	177.0	157.9	148.3	182.9
May, 1943	180.7	239.9	190.1	170.7	167.1	200.9
1944						
March	175.6	230.6	159.2	174.7	177.2	200.8
April	229.2	296.6	216.2	225.0	241.2	240.3
May	202.4	276.4	208.6	189.8	197.2	224.7
% Change, May, 1944 / May, 1943	+12.0	+15.2	+ 9.7	+11.2	+18.0	+11.8
% Change, Jan.-May, 1944 / Jan.-May, 1943	+ 6.8	+15.1	+ 2.5	+ 5.7	+14.8	+ 7.5
Grocery and Meat Stores						
May, 1940	123.9	119.7	124.0	122.8	128.2	126.8
May, 1941	146.8	141.0	144.1	150.6	144.4	146.4
May, 1942	169.8	173.8	172.3	170.5	164.1	161.3
May, 1943	176.7	190.7	182.9	170.9	173.9	173.5
1944						
March	182.5	198.8	194.6	179.4	163.4	166.0
April	181.9	198.4	194.9	177.8	163.4	165.9
May	179.4	206.5	181.8	173.2	179.6	171.8
% Change, May, 1944 / May, 1943	+ 1.5	+ 8.3	- 0.6	+ 1.3	+ 3.3	- 1.0
% Change, Jan.-May, 1944 / Jan.-May, 1943	+ 5.1	+10.0	+ 3.7	+ 4.7	+ 8.1	+ 2.2

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
May, 1940	111.9	125.0	122.7	113.3	103.5	106.9
May, 1941	134.3	155.9	143.1	138.2	122.4	126.6
May, 1942	142.2	173.7	156.1	142.3	126.2	144.7
May, 1943	139.1	169.9	161.3	129.9	129.6	147.3
1944						
March	163.2	216.2	167.7	148.2	166.2	168.7
April	164.3	194.5	181.8	152.7	163.2	166.5
May	166.3	211.5	189.6	157.5	155.5	166.4
% Change, May, 1944 / May, 1943	+19.6	+24.5	+17.5	+21.2	+20.0	+13.0
% Change, Jan.-May, 1944 / Jan.-May, 1943	+ 8.9	+14.8	+ 7.2	+ 5.1	+14.1	+ 7.7
			Variety Stores			
May, 1940	124.8	144.7	139.9	116.4	123.3	105.6
May, 1941	159.8	200.5	181.1	151.4	144.9	118.1
May, 1942	186.4	236.3	218.8	171.3	170.0	140.3
May, 1943	190.0	251.3	223.6	171.4	180.1	137.6
1944						
March	156.3	200.0	177.0	144.0	151.8	120.6
April	184.6	235.7	209.9	167.5	190.8	137.6
May	191.5	251.3	231.3	170.4	182.3	135.2
% Change, May, 1944 / May, 1943	+ 0.8	(a)	+ 3.4	- 0.6	+ 1.2	- 1.7
% Change, Jan.-May, 1944 / Jan.-May, 1943	+ 1.5	+ 4.6	+ 1.9	(a)	+ 5.5	- 2.8
			Drug Stores			
May, 1940	107.4	111.1	106.6	106.4	111.1	104.3
May, 1941	126.5	140.1	121.1	128.3	125.4	119.3
May, 1942	144.3	170.8	141.4	140.8	145.6	145.5
May, 1943	159.3	192.8	155.5	152.0	163.7	173.4
1944						
March	170.1	206.9	173.6	158.7	172.4	192.5
April	169.2	213.1	168.8	158.9	173.6	183.5
May	168.8	206.1	164.7	158.3	173.1	199.3
% Change, May, 1944 / May, 1943	+ 6.0	+ 6.9	+ 5.9	+ 4.1	+ 5.7	+14.9
% Change, Jan.-May, 1944 / Jan.-May, 1943	+ 8.1	+10.3	+ 7.8	+ 6.0	+10.2	+13.4

(a) Unchanged.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
May, 1943 and May, 1944
(Based on dollar sales of 19 firms including mail order houses)

	May, 1943	May, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	25,111,291	30,110,205	+19.9
1. Women's dresses, coats and suits	2,964,223	3,727,939	+25.8
2. Girls' and infants' wear	925,659	1,195,956	+29.2
3. Hosiery and gloves	1,106,229	1,189,804	+ 7.6
4. Lingerie and corsets	1,082,136	1,353,776	+25.1
5. Millinery	341,658	371,329	+ 8.7
6. Women's and children's apparel--(Total, 1-5).	6,419,905	7,838,804	+22.1
7. Men's and boys' clothing and furnishings	2,659,150	3,243,436	+22.0
8. Drugs and toilet articles and preparations	696,334	814,428	+17.0
9. Piece goods	1,691,398	2,238,365	+32.3
10. Smallwares	824,808	952,638	+15.5
11. Food and kindred products	2,370,518	2,542,017	+ 7.2
12. Furniture (including mattresses and springs).	1,487,094	1,997,154	+34.3
13. Home furnishings	2,062,559	2,438,678	+18.2
14. Household appliances and electrical supplies.	479,619	543,184	+13.3
15. Hardware and kitchen utensils	1,203,325	1,438,471	+19.5
16. Radios, musical instruments and supplies	213,238	172,988	-18.9
17. Shoes and other footwear	1,938,573	2,378,460	+22.7
18. Stationery, books and magazines	314,519	355,927	+13.2
19. All other departments, total	2,750,251	3,155,655	+14.7

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Monthly Indexes of Retail Sales in Canada, June, 1944
(1935-1939=100)

Retail sales in June were maintained at the May level but were 11 per cent higher than in June last year according to monthly index numbers computed for 12 different kinds of retail business. The 11 per cent gain over June, 1943 was in continuation of, and was somewhat greater than, increases recorded in earlier months of the year. Increases for the immediately preceding months over 1943 stood at 9 per cent for May and 6 per cent for April, while sales for the first half of 1944 averaged 7.5 per cent above the corresponding period of 1943. The general index of retail sales on the base, 1935-1939=100, stands at 176.4 for June, 176.7 for May, and 158.8 for June, 1943.

All lines of business included in the survey reported increases over June of last year. Improvement in available supplies of durable merchandise is reflected in the results for hardware stores and furniture stores, whose sales averaged 16 per cent and 15 per cent respectively above June of 1943. A marked gain of 26 per cent was recorded by a small group of candy store chains while increases for the other kinds of business included in the survey ranged from 4 per cent for radio and electrical shops to 14 per cent for grocery and meat stores.

Specialty shoe stores did 5 per cent more business in June of this year than last, increases on a regional basis standing at 2 per cent for the Maritime Provinces, 3 per cent for Quebec, 5 per cent for Ontario, 7 per cent for the Prairie Provinces and 14 per cent for British Columbia.

Men's clothing store sales gained 4 per cent from May but were 10 per cent higher than in June, 1943, while sales for the year-to-date stand 7 per cent above the corresponding period of last year. Results on a regional basis show the Prairie Provinces leading in point of view of increased sales, both for the month of June and for the year-to-date. Percentage increases between June of this year and last for the various regions, with percentage gains for the first six months in brackets, are as follows: Maritime Provinces, 10 per cent (7 per cent); Quebec, 7 per cent (5 per cent); Ontario, 9 per cent (5 per cent); Prairie Provinces, 19 per cent (17 per cent) and British Columbia, 12 per cent (4 per cent).

Women's specialty shop sales declined 5 per cent in June compared with May and were up 10 per cent over June a year ago. Sales for the year-to date were 7 per cent greater this year than last. Results on a regional basis conformed closely with those for men's wear. June increases, with gains for the year-to-date in brackets, are as follows: Maritime Provinces, 13 per cent (15 per cent); Quebec, 7 per cent (3 per cent); Ontario, 8 per cent (6 per cent); Prairie Provinces, 18 per cent (16 per cent) and British Columbia, 13 per cent (8 per cent).

June sales of department stores were up substantially in all sections of the country compared with June last year, but increases in the western provinces surpassed those for eastern regions by a considerable margin. Compared with an average gain of 9 per cent for the month and 9 per cent for the year-to-date, increases for the various

regions were as follows: Maritime Provinces, 7 per cent (13 per cent); Quebec, 7 per cent (7 per cent); Ontario, 6 per cent (5 per cent); Prairie Provinces, 13 per cent (14 per cent) and British Columbia, 16 per cent (9 per cent).

Drug store sales in June were unchanged from May, were up 9 per cent compared with June last year, while cumulative totals for the first six months stand 8 per cent above the corresponding period of 1943. Substantial gains in drug store sales were again recorded in British Columbia where increases of 14 per cent in the June comparison and also for the year-to-date were recorded. A moderate gain of 7 per cent occurred in Ontario and increases of 10 per cent were recorded in the Maritime Provinces, Quebec and the Prairie Provinces over June 1943. Increases in these regions for the January-to-June period were approximately the same as those shown for June.

Sales of grocery and combination stores were 9 per cent higher in June than in May this year and were up 14 per cent compared with June a year ago. Results for the first six months of the year stand 7 per cent above the corresponding period of 1943. June sales in both the Maritime and Prairie Provinces gained 17 per cent compared with June last year while sales in the first half of the year were up 11 and 10 per cent respectively. An increase of 13 per cent in Ontario for the month of June was followed by gains of 11 per cent in Quebec and 10 per cent in British Columbia. Gains in the first six months for these three regions ranged from 4 to 6 per cent.

Increases in variety store sales during June for the five economic divisions of the country were within the narrow range of 6 to 8 per cent. Sales to the end of June averaged 1 per cent lower in British Columbia while moderate gains were recorded in the year-to-date comparisons for other regions.

The results for jewellery stores are not incorporated in the general index of sales but returns received from a sample number of such stores reveal an increase of 18 per cent in sales in June of this year compared with last. Regional increases were as follows: 4 per cent in the Maritime Provinces, 25 per cent in Quebec, 18 per cent in Ontario, 24 per cent in the Prairie Provinces, and 8 per cent in British Columbia.

The total sales of 16 departmental firms which reported sales by departments were 11 per cent higher in June this year compared with last. Increases recorded by apparel departments and by departments specializing in the sale of household appliances and electrical supplies were more moderate than gains recorded in the preceding month of May. The increase in food store sales was somewhat higher than that recorded in May. Other departments reported increases of somewhat similar proportions to those recorded in May. Furniture and piece goods departments reported gains in sales amounting to 32 and 26 per cent respectively, continuing the pronounced increase in activity which these two departments have experienced during several recent months. In the apparel lines women's clothing recorded an increase of 6 per cent, a gain almost similar to the 7 per cent increase in sales of men's and boys' clothing, while footwear sales gained only 3 per cent over June, 1943. Home furnishings and hardware departments reported increases of 17 and 18 per cent respectively. The downward trend in sales of radio and musical instruments continues, a 10 per cent decline being recorded in the month under review. Drug, food and stationery departments each showed gains amounting to 13 per cent. Sales of smallwares departments were up 10 per cent.

On Page 9 of this bulletin, a summary is given of department store sales by departments during the first six months of this year and last. The average increase amounted to 9 per cent. Furniture and piece goods departments recorded respective gains of 24 and 17 per cent. Increases for other departments, with the exceptions of a 3 per cent gain for food and a 5 per cent increase for footwear, were within narrow limits of the increase for all departments. Radio and music departments and departments specializing in the sale of household appliances and electrical supplies were the only two with sales lower than in the corresponding period of 1943.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	June, 1944 + or - per cent compared with June, 1939	June, 1944 + or - per cent compared with June, 1943	June, 1944 + or - per cent compared with May, 1944	Jan.-June, 1944 + or - per cent compared with Jan.-June, 1943
General Index	+60.7	+11.1	- 0.2	+ 7.5
Boot and Shoe Stores	+57.2	+ 4.8	+ 6.0	+ 3.0
Candy Stores	(g)	+25.7	- 5.3	+10.3
Men's Clothing Stores	+85.0	+ 9.7	+ 3.6	+ 6.6
Women's Clothing Stores	+84.3	+ 9.5	- 4.5	+ 7.2
Department Stores	+51.3	+ 9.4	-10.0	+ 9.0
Drug Stores	+69.7	+ 8.8	- 0.4	+ 8.2
Furniture Stores	+29.8	+15.2	-17.1	+ 7.9
Grocery and Meat Stores	+60.3	+14.0	+ 9.0	+ 6.7
Hardware Stores	+47.7	+15.7	- 2.0	+12.6
Radio and Electrical Stores	+14.2	+ 4.0	- 3.5	- 4.5
Restaurants	+99.9	+ 7.0	- 3.1	+12.0
Variety Stores	+69.4	+ 6.8	+ 3.0	+ 2.5

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores Sales in June, 1944 Compared with Sales in June, 1943	Jewellery Stores Sales in June, 1944 Compared with Sales in June, 1943
CANADA	+ 4.8	+17.6
Maritime Provinces	+ 1.8	+ 4.3
Quebec	+ 2.5	+24.8
Ontario	+ 4.5	+17.9
Prairie Provinces	+ 6.9	+23.7
British Columbia	+14.0	+ 8.3

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
June, 1939	109.8	105.4	132.1	103.9	(g)	(g)	102.3	95.7
June, 1940	121.4	116.6	144.3	110.4	84.1	125.3	118.5	109.6
June, 1941	133.9	134.3	155.5	126.2	88.4	138.9	137.4	134.8
June, 1942	154.5	151.1	177.3	140.5	115.3	176.2	154.4	147.3
June, 1943	158.8	155.5	198.0	160.0	122.0	186.5	172.6	165.3
1943								
July	147.8	155.4	161.2	161.7	149.2	207.6	143.7	164.8
August	142.3	161.9	144.3	180.7	158.3	200.1	116.3	162.5
September	157.9	158.4	168.7	160.0	162.3	204.3	155.9	160.3
October	173.4	157.5	171.3	158.0	189.6	202.1	197.2	152.3
November	174.1	165.0	162.6	171.8	180.9	212.8	206.8	164.7
December	221.7	167.9	209.7	163.2	384.6	173.6	279.4	183.2
1944								
January	132.5	166.1	108.7	149.9	145.5	203.9	107.7	148.1
February	139.0	171.8	105.1	174.0	184.8	176.9	111.4	183.1
March	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April	176.7	175.2	204.3	159.4	219.0	155.2	200.5	190.1
May	176.7	169.1	195.8	175.7	161.9	173.4	182.7	187.1
June	176.4	170.0	207.6	161.3	153.4	231.6	189.3	179.2

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
June, 1939	104.4	92.4	98.9	94.3	98.9	104.2
June, 1940	116.5	102.0	108.7	106.5	105.2	110.8
June, 1941	132.9	123.4	123.7	123.1	122.9	133.5
June, 1942	158.7	143.3	139.6	134.1	139.4	148.3
June, 1943	175.7	158.0	136.8	130.9	154.2	164.0
1943						
July	152.4	173.2	112.5	144.7	159.6	159.6
August	138.7	197.3	120.9	148.4	153.6	156.9
September	176.1	188.8	159.1	156.8	158.1	157.8
October	206.3	165.7	177.8	157.3	171.7	164.2
November	202.9	182.0	196.0	168.8	169.5	172.6
December	270.1	185.6	240.2	145.8	248.2	196.5
1944						
January	128.6	183.5	109.7	151.3	168.2	177.0
February	124.7	207.5	122.4	156.3	163.0	175.1
March	175.6	205.0	163.2	174.0	170.1	172.1
April	229.2	181.8	164.3	174.0	169.2	174.6
May	201.4	190.9	166.2	160.0	168.4	173.4
June	192.4	170.4	149.8	142.6	167.8	176.7

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
June, 1939	100.5	101.5	122.1	121.2	128.3	105.7
June, 1940	123.0	125.7	131.8	127.8	139.6	119.7
June, 1941	131.4	137.4	139.4	145.7	155.1	132.9
June, 1942	127.6	128.8	168.6	172.0	164.9	135.9
June, 1943	113.2	115.6	171.7	174.5	163.8	137.6
1943						
July	105.6	131.2	169.7	160.7	155.3	136.9
August	112.0	112.0	157.2	173.0	149.6	142.4
September	117.2	103.5	154.6	160.3	151.8	131.7
October	127.7	106.7	166.9	159.5	156.5	137.1
November	120.6	112.6	155.8	159.3	153.6	150.6
December	141.4	125.4	189.7	181.6	175.0	163.7
1944						
January	94.4	146.6	154.1	167.1	104.4	176.7
February	101.5	125.4	161.9	171.2	110.6	195.3
March	115.9	135.0	182.5	175.3	129.5	178.0
April	138.5	128.5	181.9	181.2	156.1	155.6
May	157.3	125.6	179.5	176.4	193.4	143.7
June	130.4	131.7	195.7	193.5	189.5	156.8

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
June, 1939	96.3	103.8	91.2	91.3	116.2	112.7
June, 1940	146.2	163.9	99.8	100.6	132.7	125.3
June, 1941	138.3	155.1	114.4	116.5	154.0	154.8
June, 1942	129.8	139.9	139.8	140.4	180.7	176.7
June, 1943	105.8	114.1	170.4	170.6	184.3	181.6
1943						
July	96.8	121.7	176.0	166.1	183.4	172.5
August	98.8	125.8	180.9	169.7	160.2	174.8
September	114.1	97.8	185.0	177.6	170.2	183.2
October	118.2	95.7	181.6	179.4	195.7	182.4
November	116.0	91.0	177.6	187.7	199.1	197.8
December	140.0	99.5	182.4	173.9	339.4	185.4
1944						
January	100.7	130.0	184.1	196.3	131.7	212.3
February	96.4	124.4	176.8	193.3	141.5	203.6
March	102.2	119.1	192.9	193.3	156.3	200.9
April	103.9	118.6	186.2	188.9	185.1	196.2
May	114.0	98.0	188.2	184.2	191.1	191.8
June	110.0	118.6	182.3	181.9	196.9	190.3

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
June, 1940	118.5	139.5	129.1	114.9	104.5	109.6
June, 1941	137.4	173.2	141.5	136.6	126.0	116.0
June, 1942	154.4	214.9	166.8	145.8	133.7	142.9
June, 1943	172.6	232.8	179.1	162.8	168.5	159.5
1944						
April	200.5	265.5	207.4	188.3	218.1	162.2
May	182.7	252.6	199.3	164.3	194.7	153.9
June	189.3	256.1	191.0	176.7	199.9	178.0
% Change, June, 1944 / June, 1943	+ 9.7	+10.0	+ 6.6	+ 8.5	+18.6	+11.6
% Change, Jan.-June, 1944 / Jan.-June, 1943	+ 6.6	+ 7.0	+ 5.0	+ 4.8	+17.2	+ 4.2
Women's Clothing Stores						
June, 1940	116.5	139.2	123.0	111.0	107.9	130.2
June, 1941	132.9	162.6	141.7	129.7	115.8	136.9
June, 1942	158.7	190.7	173.3	154.1	130.0	171.0
June, 1943	175.7	202.9	189.2	168.8	156.7	190.1
1944						
April	229.2	296.6	216.2	225.0	241.2	240.3
May	201.4	275.6	202.1	190.7	199.6	224.7
June	192.4	229.4	201.9	182.0	185.1	214.6
% Change, June, 1944 / June, 1943	+ 9.5	+13.1	+ 6.7	+ 7.8	+18.1	+12.9
% Change, Jan.-June, 1944 / Jan.-June, 1943	+ 7.2	+14.7	+ 2.7	+ 6.2	+15.6	+ 8.4
Grocery and Meat Stores						
June, 1940	131.8	124.6	131.8	127.6	145.1	142.1
June, 1941	139.4	132.3	141.4	136.1	146.8	146.2
June, 1942	168.6	174.9	175.9	160.6	171.5	173.2
June, 1943	171.7	190.1	180.7	158.0	179.8	177.6
1944						
April	181.9	198.4	194.9	177.8	163.4	165.9
May	179.5	206.1	181.7	173.8	178.8	171.5
June	195.7	222.3	201.2	181.9	209.4	195.7
% Change, June, 1944 / June, 1943	+14.0	+16.9	+11.3	+15.1	+16.5	+10.2
% Change, Jan.-June, 1944 / Jan.-June, 1943	+ 6.7	+11.2	+ 5.0	+ 6.4	+ 9.7	+ 3.7

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
June, 1940	108.7	117.4	117.6	110.3	99.8	109.0
June, 1941	123.7	147.0	129.0	125.2	114.5	120.8
June, 1942	139.6	168.9	152.5	137.2	125.3	148.4
June, 1943	136.8	166.3	146.7	131.8	128.3	144.4
1944						
April	164.3	194.5	181.8	152.7	163.2	166.5
May	166.2	211.5	189.3	157.4	155.5	166.2
June	149.6	178.2	156.5	140.2	144.4	167.4
% Change, June, 1944 / June, 1943	+ 9.4	+ 7.2	+ 6.7	+ 6.4	+12.5	+15.9
% Change, Jan.-June, 1944 / Jan.-June, 1943	+ 9.0	+13.4	+ 7.1	+ 5.3	+13.9	+ 9.1
Variety Stores						
June, 1940	132.7	158.5	147.5	125.3	126.3	109.9
June, 1941	154.0	196.7	172.3	144.5	144.0	118.1
June, 1942	180.7	229.2	208.7	167.4	163.3	141.4
June, 1943	184.3	235.4	216.7	166.7	178.9	134.6
1944						
April	185.1	235.7	209.9	168.5	190.8	137.6
May	191.1	252.5	228.4	170.9	182.3	135.2
June	196.9	252.0	234.3	176.8	190.2	144.1
% Change, June, 1944 / June, 1943	+ 6.8	+ 7.1	+ 8.1	+ 6.1	+ 6.3	+ 7.1
% Change, Jan.-June, 1944 / Jan.-June, 1943	+ 2.5	+ 5.2	+ 2.8	+ 1.3	+ 5.7	- 1.1
Drug Stores						
June, 1940	105.2	107.3	104.5	106.6	101.7	104.6
June, 1941	122.9	133.7	119.0	125.5	120.7	112.7
June, 1942	139.4	163.3	137.5	137.9	136.0	139.8
June, 1943	154.2	182.4	145.3	149.0	160.2	168.2
1944						
April	169.2	213.1	168.8	158.9	173.6	183.5
May	168.4	204.1	163.7	158.4	172.9	198.6
June	167.8	200.4	159.6	159.2	175.6	192.2
% Change, June, 1944 / June, 1943	+ 8.8	+ 9.9	+ 9.8	+ 6.8	+ 9.6	+14.3
% Change, Jan.-June, 1944 / Jan.-June, 1943	+ 8.2	+10.1	+ 8.0	+ 6.1	+10.1	+13.5

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
June, 1943 and June, 1944

(Based on dollar sales of 16 firms including mail order houses)

	June, 1943	June, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	24,097,483	26,675,364	+10.7
1. Women's dresses, coats and suits	2,916,419	3,067,242	+ 5.2
2. Girls' and infants' wear	863,122	937,344	+ 8.6
3. Hosiery and gloves	954,978	985,355	+ 3.2
4. Lingerie and corsets	1,185,826	1,324,483	+11.7
5. Millinery	302,345	279,016	- 7.7
6. Women's and children's apparel--(Total, 1-5)	6,222,690	6,593,440	+ 6.0
7. Men's and boys' clothing and furnishings	2,820,808	3,015,528	+ 6.9
8. Drugs and toilet articles and preparations	716,406	807,861	+12.8
9. Piece goods	1,687,632	2,126,756	+26.0
10. Smallwares	797,808	877,488	+10.0
11. Food and kindred products	2,041,207	2,314,601	+13.4
12. Furniture (including mattresses and springs)	1,231,906	1,627,908	+32.1
13. Home furnishings	1,779,063	2,073,554	+16.6
14. Household appliances and electrical supplies	445,477	458,403	+ 2.9
15. Hardware and kitchen utensils	983,245	1,158,790	+17.9
16. Radios, musical instruments and supplies	212,337	190,256	-10.4
17. Shoes and other footwear	2,039,610	2,095,207	+ 2.7
18. Stationery, books and magazines	318,281	359,984	+13.1
19. All other departments, total	2,801,013	2,975,588	+ 6.2

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
January-to-June, 1943 and January-to-June, 1944

	January-to-June, 1943	January-to-June, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	145,060,747	158,136,411	+ 9.0
1. Women's dresses, coats and suits	17,155,863	18,872,286	+10.0
2. Girls' and infants' wear	5,476,230	6,355,378	+16.1
3. Hosiery and gloves	6,177,767	6,434,866	+ 4.2
4. Lingerie and corsets	6,554,964	7,382,777	+12.6
5. Millinery	1,892,375	1,961,441	+ 3.6
6. Women's and children's apparel--(Total, 1-5)	37,257,199	41,006,748	+10.1
7. Men's and boys' clothing and furnishings	15,383,234	17,067,892	+11.0
8. Drugs and toilet articles and preparations	4,379,746	4,696,348	+ 7.2
9. Piece goods	11,230,598	13,156,143	+17.1
10. Smallwares	5,149,903	5,597,270	+ 8.7
11. Food and kindred products	13,952,094	14,391,357	+ 3.1
12. Furniture (including mattresses and springs)	7,860,827	9,736,848	+23.9
13. Home furnishings	10,928,671	11,648,192	+ 6.6
14. Household appliances and electrical supplies	2,845,775	2,752,170	- 3.3
15. Hardware and kitchen utensils	5,989,205	6,672,825	+11.4
16. Radios, musical instruments and supplies	1,625,196	1,181,329	-27.3
17. Shoes and other footwear	10,726,806	11,271,812	+ 5.1
18. Stationery, books and magazines	2,149,404	2,366,962	+10.1
19. All other departments, total	15,582,089	16,590,515	+ 6.5

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Monthly Indexes of Retail Sales in Canada, July, 1944
(1935-1939=100)

The dollar value of consumer purchasing was practically unchanged in July of this year compared with last and was down 16 per cent compared with June according to index numbers of retail sales computed from returns received from a sample number of firms representing twelve different trades. The general index of retail sales on the base, 1935-1939 = 100, stands at 148.8 for July, 176.5 for June and 147.8 for July, 1943.

A slight increase of 1 per cent in July of this year over last compares with gains of 11 per cent in June, 9 per cent in May and 6 per cent in April compared with the corresponding periods of 1943. Sales for the first seven months of 1944 averaged 6.6 per cent above the corresponding period of last year. The 16 per cent decline between June and July this year was about in line with the usual seasonal movement, the index adjusted for number of business days and for normal seasonal movements standing at 168.8 for July compared with 170.1 for June and 169.1 for May.

Results for individual trades reveal that July sales for all lines of business were within comparatively narrow limits of the level obtaining in July of last year. Changes in the value of sales ranging from a decrease of 5 per cent for radio and electrical stores to an increase of 8 per cent for candy stores, jewellery stores and hardware stores were reported. Results on a regional basis for six lines of business for which regional data are available reveal no marked differences from the Dominion averages.

Sales of 18 departmental firms which reported sales by departments were 3 per cent higher in July this year over the same month a year ago. Sales of women's apparel declined 3 per cent, men's clothing sales were approximately the same as in July last year, while footwear sales advanced 1 per cent. Furniture sales gained 24 per cent and hardware sales were up 12 per cent. Among other household departments, sales of home furnishings were 3 per cent higher, while declines of 4 and 28 per cent occurred in sales of household appliances, and radio and music. All other departments reported gains over July a year ago and these ranged from 5 per cent for food to 12 per cent for piece goods, although the increases were in all cases reduced from those recorded in the immediately preceding month of June.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	July, 1944 + or - per cent compared with			
	July, 1939	July, 1943	June, 1944	Jan.-July, 1944 / Jan.-July, 1943
General Index	+63.0	+ 0.7	-15.7	+ 6.6
Boot and Shoe Stores	+81.6	+ 0.9	-22.0	+ 2.8
Candy Stores	(g)	+ 7.8	+ 4.9	+ 9.9
Men's Clothing Stores	+76.7	- 2.0	-25.5	+ 5.4
Women's Clothing Stores	+91.1	+ 0.3	-20.7	+ 6.3
Department Stores	+55.7	+ 3.8	-22.3	+ 8.4
Drug Stores	+68.4	+ 5.1	- 0.2	+ 7.8
Furniture Stores	+43.9	+ 7.4	-13.0	+ 7.8
Grocery and Meat Stores	+63.1	- 3.1	-15.9	+ 5.2
Hardware Stores	+41.8	+ 8.0	-11.3	+11.8
Radio and Electrical Stores	+ 9.0	- 5.4	-17.0	- 4.6
Restaurants	+87.4	+ 2.4	- 1.1	+10.5
Variety Stores	+67.4	- 1.1	- 7.5	+ 1.9

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores: Sales in July, 1944 Compared with Sales in July, 1943	Jewellery Stores: Sales in July, 1944 Compared with Sales in July, 1943
CANADA	+ 0.9	+ 7.9
Maritime Provinces	- 5.8	+ 4.3
Quebec	- 8.0	+ 4.1
Ontario	+ 7.0	+ 8.8
Prairie Provinces	+ 3.8	+15.0
British Columbia	- 0.4	+ 4.6

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
July, 1939	91.3	103.8	89.6	100.4	(g)	(g)	79.7	101.1
July, 1940	103.2	114.5	101.3	111.2	83.6	124.1	94.9	116.1
July, 1941	122.4	134.9	114.6	124.9	103.7	153.1	111.4	135.7
July, 1942	137.3	150.4	141.5	153.6	113.3	165.9	123.6	149.5
July, 1943	147.8	155.4	161.2	161.7	149.2	207.6	143.7	164.8
1943								
August	142.3	161.9	144.3	180.7	158.3	200.1	118.3	162.5
September	157.9	158.4	168.7	160.0	162.3	204.3	155.9	160.3
October	173.4	157.5	171.3	158.0	189.6	202.1	197.2	152.3
November	174.1	165.0	162.6	171.8	180.9	212.8	206.8	164.7
December	221.7	167.9	209.7	163.2	384.6	173.6	279.4	183.2
1944								
January	132.5	166.1	108.7	149.9	145.5	203.9	107.7	148.1
February	139.0	171.8	105.1	174.0	184.8	176.9	111.4	183.1
March	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April	176.7	175.2	204.3	159.4	219.0	155.2	200.5	190.1
May	176.7	169.1	195.8	175.7	161.9	173.4	182.7	187.1
June	176.5	170.1	208.6	162.1	153.4	231.6	189.1	179.0
July	148.8	168.8	162.7	183.0	160.9	232.1	140.8	177.1

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
July, 1939	80.0	99.0	75.0	101.2	99.6	102.2
July, 1940	96.0	114.7	88.0	114.6	108.0	111.2
July, 1941	111.3	132.4	102.2	132.5	127.7	130.7
July, 1942	137.9	162.8	112.6	145.5	142.3	145.0
July, 1943	152.4	173.2	112.5	144.7	159.6	159.6
1943						
August	138.7	197.3	120.9	148.4	153.6	156.9
September	176.1	188.8	159.1	156.8	158.1	157.8
October	206.3	165.7	177.8	157.3	171.7	164.2
November	202.9	182.0	196.0	168.8	169.5	172.6
December	270.1	185.6	240.2	145.8	248.2	196.5
1944						
January	128.6	183.5	109.7	151.3	168.2	177.0
February	124.7	207.5	122.4	156.3	163.0	175.1
March	175.6	205.0	163.2	174.0	170.1	172.1
April	229.2	181.8	164.3	174.0	169.2	174.6
May	201.4	190.9	166.2	160.0	168.4	173.4
June	192.9	170.8	150.3	143.2	168.1	177.0
July	152.9	187.0	116.8	156.9	167.7	170.9

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
July, 1939	78.8	104.9	100.8	107.5	118.3	109.7
July, 1940	100.6	129.3	111.1	114.7	121.1	108.0
July, 1941	116.1	149.1	133.0	136.3	148.6	132.4
July, 1942	116.8	150.1	151.8	153.8	155.5	138.6
July, 1943	105.6	131.2	169.7	160.7	155.3	136.9
1943						
August	112.0	112.0	157.2	173.0	149.6	142.4
September	117.2	103.5	154.6	160.3	151.8	131.7
October	127.7	106.7	166.9	159.5	156.5	137.1
November	120.6	112.6	155.8	159.3	153.6	150.6
December	141.4	125.4	189.7	181.6	175.0	163.7
1944						
January	94.4	146.6	154.1	167.1	104.4	176.7
February	101.5	125.4	161.9	171.2	110.6	195.3
March	115.9	135.0	182.5	175.3	129.5	178.0
April	138.5	128.5	181.9	181.2	156.1	155.6
May	157.3	125.6	179.5	176.4	193.4	143.7
June	130.4	131.7	195.4	193.2	189.1	156.4
July	113.4	151.0	164.4	174.7	167.8	154.9

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
July, 1939	84.0	109.8	96.2	92.0	108.3	112.2
July, 1940	106.1	133.4	106.0	101.0	125.8	126.7
July, 1941	137.1	172.4	125.2	119.4	152.2	152.7
July, 1942	119.8	150.6	144.9	137.7	176.3	176.2
July, 1943	96.8	121.7	176.0	166.1	183.4	172.5
1943						
August	98.8	125.8	180.9	169.7	160.2	174.8
September	114.1	97.8	185.0	177.6	170.2	183.2
October	118.2	95.7	181.6	179.4	195.7	182.4
November	116.0	91.0	177.6	187.7	199.1	197.8
December	140.0	99.5	182.4	173.9	339.4	185.4
1944						
January	100.7	130.0	184.1	196.3	131.7	212.3
February	96.4	124.4	176.8	193.3	141.5	203.6
March	102.2	119.1	192.9	193.3	156.3	200.9
April	103.9	118.6	186.2	188.9	185.1	196.2
May	114.0	98.0	188.2	184.2	191.1	191.8
June	110.3	118.9	182.3	181.9	196.1	189.5
July	91.6	119.7	180.3	173.5	181.3	187.0

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
July, 1940	94.9	132.8	92.4	92.6	86.3	94.4
July, 1941	111.4	164.4	112.7	102.4	106.0	117.2
July, 1942	123.6	190.3	126.0	111.4	122.8	125.4
July, 1943	143.7	231.7	137.3	125.1	167.9	148.1
1944						
May	182.7	252.6	199.3	164.3	194.7	153.9
June	189.1	254.4	192.2	177.0	196.6	176.4
July	140.8	218.3	134.5	124.5	168.7	135.7
% Change, July, 1944 / July, 1943	- 2.0	- 5.8	- 2.0	- 0.5	+ 0.5	- 8.4
% Change, Jan.-July, 1944 / Jan.-July, 1943	+ 5.4	+ 4.8	+ 4.1	+ 4.1	+14.2	+ 2.2
Women's Clothing Stores						
July, 1940	96.0	117.0	92.4	94.5	93.0	109.4
July, 1941	111.3	131.6	108.2	109.4	106.0	129.4
July, 1942	137.9	156.5	135.8	137.9	127.8	151.4
July, 1943	152.4	186.6	143.2	148.8	159.7	171.4
1944						
May	201.4	275.6	202.1	190.7	199.6	224.7
June	192.9	232.5	200.1	184.1	183.3	214.9
July	152.9	179.1	134.6	154.2	159.9	176.1
% Change, July, 1944 / July, 1943	+ 0.3	- 4.0	- 6.0	+ 3.6	+ 0.1	+ 2.7
% Change, Jan.-July, 1944 / Jan.-July, 1943	+ 6.3	+12.3	+ 1.4	+ 6.0	+13.1	+ 7.7
Grocery and Meat Stores						
July, 1940	111.1	120.6	100.2	109.1	128.4	123.7
July, 1941	133.0	137.8	121.3	134.6	148.6	136.8
July, 1942	151.8	172.0	141.2	148.0	170.9	158.0
July, 1943	169.7	207.6	157.3	160.8	197.2	175.1
1944						
May	179.5	206.1	181.7	173.8	178.8	171.5
June	195.4	222.6	200.9	181.8	207.4	196.6
July	164.4	205.7	154.9	153.4	191.2	167.9
% Change, July, 1944 / July, 1943	- 3.1	- 0.9	- 1.5	- 4.6	- 3.0	- 4.1
% Change, Jan.-July, 1944 / Jan.-July, 1943	+ 5.2	+ 9.2	+ 4.1	+ 4.9	+ 7.2	+ 2.5

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
July, 1940	88.0	103.6	83.6	85.0	84.6	101.9
July, 1941	102.2	127.5	97.4	97.9	97.1	119.1
July, 1942	112.6	135.6	108.2	105.6	109.2	135.5
July, 1943	112.5	139.9	108.8	101.4	110.8	140.5
1944						
May	166.2	211.5	189.3	157.4	155.5	166.2
June	150.3	178.5	157.8	141.1	145.0	166.9
July	116.8	138.9	109.6	104.6	120.2	144.2
% Change, July, 1944 / July, 1943	+ 3.8	- 0.7	+ 0.7	+ 3.2	+ 8.5	+ 2.6
% Change, Jan.-July, 1944 / Jan.-July, 1943	+ 8.4	+11.6	+ 6.5	+ 5.2	+13.2	+ 8.1
Variety Stores						
July, 1940	125.8	159.1	128.5	118.6	129.9	114.7
July, 1941	152.2	196.2	160.7	143.1	152.0	128.6
July, 1942	176.3	220.9	196.1	162.5	177.3	143.0
July, 1943	183.4	237.8	206.8	165.4	190.7	141.7
1944						
May	191.1	252.5	228.4	170.9	182.3	135.2
June	196.1	252.6	232.2	176.0	190.2	144.1
July	181.3	232.0	204.5	163.0	191.3	141.9
% Change, July, 1944 / July, 1943	- 1.1	- 2.4	- 1.1	- 1.5	+ 0.3	+ 0.1
% Change, Jan.-July, 1944 / Jan.-July, 1943	+ 1.9	+ 4.0	+ 2.0	+ 0.8	+ 4.8	- 0.9
Drug Stores						
July, 1940	108.0	115.0	103.9	109.8	103.3	111.1
July, 1941	127.7	145.8	121.7	128.3	126.7	125.1
July, 1942	142.3	171.4	139.0	139.5	140.0	146.2
July, 1943	159.6	194.3	150.3	153.1	167.2	172.9
1944						
May	168.4	204.1	163.7	158.4	172.9	198.6
June	168.1	198.5	159.9	159.7	176.4	192.2
July	167.7	202.2	158.6	161.0	172.6	187.9
% Change, July, 1944 / July, 1943	+ 5.1	+ 4.1	+ 5.5	+ 5.2	+ 3.2	+ 8.7
% Change, Jan.-July, 1944 / Jan.-July, 1943	+ 7.8	+ 9.0	+ 7.7	+ 6.1	+ 9.1	+12.8

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
July, 1943 and July, 1944
(Based on dollar sales of 18 firms including mail order houses)

	July, 1943	July, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	19,980,084	20,632,550	+ 3.3
1. Women's dresses, coats and suits	2,068,234	1,899,321	- 8.2
2. Girls' and infants' wear	622,075	652,264	+ 4.9
3. Hosiery and gloves	749,226	721,152	- 3.7
4. Lingerie and corsets	976,993	1,017,832	+ 4.2
5. Millinery	158,197	144,323	- 8.8
6. Women's and children's apparel--(Total, 1-5)	4,574,725	4,434,892	- 3.1
7. Men's and boys' clothing and furnishings	2,097,205	2,090,230	- 0.3
8. Drugs and toilet articles and preparations	697,328	746,381	+ 7.0
9. Piece goods	1,542,100	1,727,760	+12.0
10. Smallwares	704,414	746,175	+ 5.9
11. Food and kindred products	1,980,978	2,075,370	+ 4.8
12. Furniture (including mattresses and springs)	1,167,538	1,441,429	+23.5
13. Home furnishings	1,485,771	1,534,726	+ 3.3
14. Household appliances and electrical supplies	406,525	391,888	- 3.6
15. Hardware and kitchen utensils	821,314	923,364	+12.4
16. Radios, musical instruments and supplies	206,328	148,762	-27.9
17. Shoes and other footwear	1,458,081	1,476,098	+ 1.2
18. Stationery, books and magazines	287,506	312,909	+ 8.8
19. All other departments, total	2,550,271	2,582,566	+ 1.3

Note: "This Bureau is co-operating in the conservation of paper on account of the present critical shortage thereof. If this bulletin is not needed by you, please notify the Dominion Statistician and your name will be removed from our mailing list."

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES BRANCH
OTTAWA, CANADA

Dominion Statistician: S.A. Cudmore, M.A. (Oxon.) F.S.S., F.R.S.C.
Chief, Merchandising and Services Branch: A.C. Steedman, B.A.

Vol. XVI - No. 8 Price .10 cents.

Monthly Indexes of Retail Sales in Canada, August, 1944
(1935-1939=100)

Retail sales in Canada, measured by the composite index for twelve trades, increased 10 per cent in August compared with the same month a year ago and advanced 5 per cent from July, 1944. Unadjusted indexes (on the base, average for 1935-1939 =100) stood at 157.0 for August, 1944, 142.3 for August, 1943 and 149.0 for July, 1944. Part of the 10 per cent margin over August, 1943 is accounted for by the occurrence of one more business day in August of this year than last. When allowance is made for this extra day, the increase is reduced to 7 per cent, or about the same as the average gain for the first eight months of this year over last.

Analysis of the results for various trades reveals that the expansion in retail business extended to almost all types of consumer goods. The only decline in sales was that recorded by radio and electrical stores, which specialize in merchandise still in short supply. Relaxation of restrictions on the production of certain types of durable goods is reflected in the 16 per cent increase for the hardware trade in August of this year compared with last.

Department stores across Canada did 15 per cent more business in August this year than last. Mail order business transacted by departmental firms is included in the sales figures on which this comparison is based. Sales in the January-to-August period were 9 per cent ahead of volume for the same period a year ago. The Maritime Provinces and Prairie Provinces, with gains of 23 and 21 per cent respectively, led other regions of the country in extent of gains over August, 1943. Sales were up 15 per cent in British Columbia and 13 per cent in Ontario, while a comparatively minor increase of 8 per cent occurred in Quebec.

Grocery and combination stores did 9 per cent more business in August this year than last and sales for this trade averaged 6 per cent greater during the first eight months of the year. Increases were fairly uniform for all sections of the country, ranging from 7 per cent in Quebec and British Columbia to 11 per cent in the Maritime Provinces and Ontario. In the Prairie Provinces, food store sales gained 9 per cent.

Sales of women's clothing stores averaged 11 per cent higher for the country as a whole, but gains varied widely for the different regions. Compared with increases of 17 per cent in the Prairie Provinces and of 14 per cent in Ontario, were gains of only 3 and 4 per cent in Quebec and British Columbia respectively. The increase in the Maritime Provinces was similar to the average gain for the Dominion.

Less pronounced than the increase in sales of women's apparel stores was a gain of 5 per cent in men's clothing store sales over August, 1943. Sales for the year-to-date increased 5 per cent also. Ontario sales were up 8 per cent. In the

Maritime Provinces, sales fell off 2 per cent below August of last year. Minor increases occurred in other sections of the country.

Variety store sales gained 8 per cent in August this year compared with last, and were up only 3 per cent for the first eight months. Gains in all sections of the country were within narrow limits of the average increase for the country.

Drug store sales were up 11 per cent for August and 8 per cent for the year-to-date. Apart from an 18 per cent advance in British Columbia, there was marked uniformity in the regional increases.

There was greater activity in footwear sales in the Western provinces than in Eastern and Central Canada during August, probably due to the earlier advent of fall weather. The average increase for Canada amounted to 7 per cent.

Jewellery store sales were 10 per cent higher than in August, 1943. Ontario and Quebec recorded gains slightly exceeding the average, while more moderate advances occurred in Eastern and Western regions.

Nineteen departmental firms reported a breakdown of sales by departments and their aggregate sales were 17 per cent ahead of last year. Sales of radios, musical instruments and supplies continued their downward trend and were one-third lower in August this year than last. Moderate increases occurred in sales of household appliances, home furnishings and stationery departments, but increases in other departments were almost equal to, or greater than, the average gain for all departments.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	August, 1944 + or - per cent compared with			
	August, 1939	August, 1943	July, 1944	Jan.-Aug., 1944 / Jan.-Aug., 1943
General Index	+67.9	+10.3	+ 5.4	+ 7.0
Boot and Shoe Stores	+114.0	+ 6.7	- 5.2	+ 3.2
Candy Stores	(g)	+11.7	+ 9.9	+10.2
Men's Clothing Stores	+72.7	+ 4.6	-12.8	+ 5.4
Women's Clothing Stores	+125.3	+10.5	- 1.3	+ 6.9
Department Stores	+73.4	+15.3	+19.3	+ 9.2
Drug Stores	+71.4	+11.0	+ 1.5	+ 8.2
Furniture Stores	+20.0	+10.4	+ 9.2	+ 8.1
Grocery and Meat Stores	+63.9	+ 9.3	+ 4.5	+ 5.7
Hardware Stores	+40.9	+15.6	+ 3.0	+12.3
Radio and Electrical Stores	+ 2.1	- 8.1	- 0.7	- 5.0
Restaurants	+84.3	+ 3.6	+ 2.7	+ 9.8
Variety Stores	+71.6	+ 7.6	- 4.9	+ 2.5

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores: Sales in August, 1944 Compared with Sales in August, 1943	Jewellery Stores: Sales in August, 1944 Compared with Sales in August, 1943
CANADA	+ 6.7	+10.0
Maritime Provinces	+ 6.9	+ 4.8
Quebec	- 2.2	+12.1
Ontario	+ 6.9	+13.2
Prairie Provinces	+13.6	+ 7.5
British Columbia	+15.7	+ 4.1

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Boots and Shoes		Candy(h)		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
August, 1939	93.5	102.9	71.9	86.9	(g)	(g)	71.7	95.5
August, 1940	113.2	119.8	97.8	110.6	112.4	130.2	97.4	122.4
August, 1941	134.1	146.5	114.0	132.7	138.7	165.0	113.2	146.5
August, 1942	147.5	162.4	144.5	168.3	131.6	157.7	131.5	172.6
August, 1943	142.3	161.9	144.3	180.7	158.3	200.1	118.3	162.5
1943								
September	157.9	158.4	168.7	160.0	162.3	204.3	155.9	160.3
October	173.4	157.5	171.3	158.0	189.6	202.1	197.2	152.3
November	174.1	165.0	162.6	171.8	180.9	212.8	206.8	164.7
December	221.7	167.9	209.7	163.2	384.6	173.6	279.4	183.2
1944								
January	132.5	166.1	108.7	149.9	145.5	203.9	107.7	148.1
February	139.0	171.8	105.1	174.0	184.8	176.9	111.4	183.1
March	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April	176.7	175.2	204.3	159.4	219.0	155.2	200.5	190.1
May	176.7	169.1	195.8	175.7	161.9	173.4	182.7	187.1
June	176.5	170.1	208.6	162.1	153.4	231.6	189.1	179.0
July	149.0	169.1	162.3	182.6	160.9	232.1	142.0	178.6
August	157.0	174.0	153.9	189.0	176.8	216.7	123.8	167.5

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
August, 1939	68.6	95.3	80.4	95.7	99.5	99.7
August, 1940	96.0	125.8	99.8	116.6	115.5	112.8
August, 1941	119.7	161.5	120.4	146.1	132.3	131.7
August, 1942	156.7	214.5	126.9	154.5	148.5	149.2
August, 1943	138.7	197.3	120.9	148.4	153.6	156.9
1943						
September	176.1	188.8	159.1	156.8	158.1	157.8
October	206.3	165.7	177.8	157.3	171.7	164.2
November	202.9	182.0	196.0	168.8	169.5	172.6
December	270.1	185.6	240.2	145.8	248.2	196.5
1944						
January	128.6	183.5	109.7	151.3	168.2	177.0
February	124.7	207.5	122.4	156.3	163.0	175.1
March	175.6	205.0	163.2	174.0	170.1	172.1
April	229.2	181.8	164.3	174.0	169.2	174.6
May	201.4	190.9	166.2	160.0	168.4	173.4
June	192.9	170.8	150.3	143.2	168.1	177.0
July	155.2	189.8	116.8	156.9	168.0	171.2
August	153.2	212.9	139.4	165.3	170.5	171.9

(c) Includes men's furnishings.
(h) Candy indexes are based largely upon returns from retail candy chains.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
August, 1939	103.0	99.5	104.8	111.8	122.7	112.5
August, 1940	125.2	118.3	124.2	122.6	126.2	115.7
August, 1941	138.6	135.4	146.0	148.3	150.1	142.9
August, 1942	137.7	134.5	160.5	166.1	161.5	153.8
August, 1943	112.0	112.0	157.2	173.0	149.6	142.4
1943						
September	117.2	103.5	154.6	160.3	151.8	131.7
October	127.7	106.7	166.9	159.5	156.5	137.1
November	120.6	112.6	155.8	159.3	153.6	150.6
December	141.4	125.4	189.7	181.6	175.0	163.7
1944						
January	94.4	146.6	154.1	167.1	104.4	176.7
February	101.5	125.4	161.9	171.2	110.6	135.3
March	115.9	135.0	182.5	175.3	129.5	178.0
April	138.5	128.5	181.9	181.2	156.1	155.6
May	157.3	125.6	179.5	176.4	193.4	143.7
June	130.4	131.7	195.4	193.2	189.1	156.4
July	113.2	150.8	164.4	174.7	167.8	154.9
August	125.6	121.2	171.8	183.9	172.9	161.5

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
August, 1939	88.9	109.0	101.7	94.2	100.4	106.6
August, 1940	108.6	133.2	113.5	103.8	135.0	134.6
August, 1941	135.9	173.1	134.7	124.8	158.9	163.1
August, 1942	125.5	159.9	150.6	140.0	180.1	185.5
August, 1943	98.8	125.8	180.9	169.7	160.2	174.8
1943						
September	114.1	97.8	185.0	177.6	170.2	183.2
October	118.2	95.7	181.6	179.4	195.7	182.4
November	116.0	91.0	177.6	187.7	199.1	197.8
December	140.0	99.5	182.4	173.9	339.4	185.4
1944						
January	100.7	130.0	184.1	196.3	131.7	212.3
February	96.4	124.4	176.8	193.3	141.5	203.6
March	102.2	119.1	192.9	193.3	156.3	200.9
April	103.9	118.6	186.2	188.9	185.1	196.2
May	114.0	98.0	188.2	184.2	191.1	191.8
June	110.3	118.9	182.3	181.9	196.1	189.5
July	91.4	119.5	182.5	175.6	181.1	186.8
August	90.8	111.4	187.4	172.4	172.3	184.3

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
August, 1940	97.4	133.3	92.7	94.8	86.0	111.1
August, 1941	113.2	156.3	116.9	108.5	92.8	121.5
August, 1942	131.5	179.6	143.1	120.4	114.9	140.2
August, 1943	118.3	177.7	117.7	104.1	127.7	129.4
1944						
June	189.1	254.4	192.2	177.0	196.6	176.4
July	142.0	216.5	135.3	126.8	167.1	139.6
August	123.8	173.8	121.5	112.5	134.5	130.9
% Change, August, 1944 / August, 1943	+ 4.6	- 2.2	+ 3.2	+ 8.1	+ 5.3	+ 1.2
% Change, Jan.-Aug., 1944 / Jan.-Aug., 1943	+ 5.4	+ 4.0	+ 4.1	+ 4.7	+13.1	+ 2.4
Women's Clothing Stores						
August, 1940	96.0	126.1	85.4	95.7	92.4	120.3
August, 1941	119.7	150.1	120.0	119.7	105.1	128.6
August, 1942	156.7	179.2	155.6	158.9	135.9	170.7
August, 1943	138.7	173.6	125.6	134.9	143.7	173.6
1944						
June	192.9	232.5	200.1	184.1	183.3	214.9
July	155.2	181.2	135.3	157.5	162.9	176.9
August	153.2	191.2	129.1	153.9	167.5	179.9
% Change, August, 1944 / August, 1943	+10.5	+10.1	+ 2.8	+14.1	+16.6	+ 3.6
% Change, Jan.-Aug., 1944 / Jan.-Aug., 1943	+ 6.9	+12.2	+ 1.6	+ 7.2	+13.8	+ 7.3
Grocery and Meat Stores						
August, 1940	124.2	131.3	109.6	121.9	150.9	139.6
August, 1941	146.0	150.8	131.1	145.8	171.0	156.6
August, 1942	160.5	169.7	149.3	156.4	184.0	176.9
August, 1943	157.2	178.4	148.4	146.7	190.5	168.0
1944						
June	195.4	222.6	200.9	181.8	207.4	196.6
July	164.4	206.3	154.9	153.5	190.8	166.8
August	171.8	197.2	159.4	162.2	208.1	180.1
% Change, August, 1944 / August, 1943	+ 9.3	+10.5	+ 7.4	+10.6	+ 9.2	+ 7.2
% Change, Jan.-Aug., 1944 / Jan.-Aug., 1943	+ 5.7	+ 9.4	+ 4.5	+ 5.5	+ 7.5	+ 3.1

(c) Includes men's furnishings .

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Department Stores						
August, 1940	99.8	109.4	97.2	99.5	89.7	121.5
August, 1941	120.4	137.2	120.1	121.7	107.0	138.0
August, 1942	126.9	138.7	129.4	125.1	113.1	155.1
August, 1943	120.9	140.8	126.0	113.9	112.8	145.3
1944						
June	150.3	178.5	157.8	141.1	145.0	166.9
July	116.8	138.9	109.6	104.6	120.2	143.9
August	139.4	172.6	136.0	128.3	136.4	166.8
% Change, August, 1944 / August, 1943	+15.3	+22.6	+ 7.9	+12.6	+20.9	+14.8
% Change, Jan.-Aug., 1944 / Jan.-Aug., 1943	+ 9.2	+12.9	+ 6.7	+ 6.0	+14.1	+ 8.9
Variety Stores						
August, 1940	135.0	174.0	137.7	128.5	130.1	127.1
August, 1941	158.9	207.4	170.9	150.5	141.8	141.2
August, 1942	180.1	234.0	203.0	165.4	166.6	152.5
August, 1943	160.2	207.5	180.0	145.0	158.5	135.5
1944						
June	196.1	252.6	232.2	176.0	190.2	144.1
July	181.1	232.0	204.3	162.7	191.3	141.9
August	172.3	220.8	193.3	155.5	173.7	147.1
% Change, August, 1944 / August, 1943	+ 7.6	+ 6.4	+ 7.4	+ 7.2	+ 9.6	+ 8.6
% Change, Jan.-Aug., 1944 / Jan.-Aug., 1943	+ 2.5	+ 4.3	+ 2.7	+ 1.5	+ 5.4	+ 0.3
Drug Stores						
August, 1940	115.5	130.3	110.0	115.0	115.5	119.1
August, 1941	132.3	151.4	126.3	132.5	132.3	128.5
August, 1942	148.5	188.0	141.6	145.3	146.1	154.4
August, 1943	153.6	191.4	146.8	145.7	160.4	168.3
1944						
June	168.1	198.5	159.9	159.7	176.4	192.2
July	168.0	201.4	159.8	161.0	173.3	187.6
August	170.5	209.9	160.2	162.1	175.5	199.2
% Change, August, 1944 / August, 1943	+11.0	+ 9.7	+ 9.1	+11.3	+ 9.4	+18.4
% Change, Jan.-Aug., 1944 / Jan.-Aug., 1943	+ 8.2	+ 9.0	+ 7.9	+ 6.7	+ 9.2	+13.4

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
August, 1943 and August, 1944
(Based on dollar sales of 19 firms including mail order houses)

	August, 1943	August, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	21,335,058	24,875,576	+16.6
1. Women's dresses, coats and suits	2,340,768	2,715,658	+16.0
2. Girls' and infants' wear	845,775	1,152,116	+36.2
3. Hosiery and gloves	798,385	874,694	+ 9.6
4. Lingerie and corsets	889,479	1,128,580	+26.9
5. Millinery	233,984	264,765	+13.2
6. Women's and children's apparel-(Total, 1-5)	5,108,391	6,135,813	+20.1
7. Men's and boys' clothing and furnishings	2,160,322	2,500,378	+15.7
8. Drugs and toilet articles and preparations	645,249	736,263	+14.1
9. Piece goods	1,824,844	2,329,567	+27.7
10. Smallwares	758,279	869,890	+14.7
11. Food and kindred products	1,827,764	2,125,279	+16.3
12. Furniture (including mattresses and springs).	1,418,078	1,710,834	+20.6
13. Home furnishings	1,637,194	1,766,550	+ 7.9
14. Household appliances and electrical supplies.	517,152	524,189	+ 1.4
15. Hardware and kitchen utensils	774,444	931,295	+20.3
16. Radios, musical instruments and supplies	246,167	163,823	-33.5
17. Shoes and other footwear	1,524,080	1,803,003	+18.3
18. Stationery, books and magazines	377,174	405,494	+ 7.5
19. All other departments, total	2,515,920	2,873,198	+14.2

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DOMINION BUREAU OF STATISTICS
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Monthly Indexes of Retail Sales in Canada, September, 1944
(1935-1939=100)

Retail purchasing in Canada as measured by the composite index for twelve retail trades dealing principally in foods, clothing and household requirements averaged 14 per cent higher in September of this year than last and 15 per cent higher than in August. The general index of sales, unadjusted for seasonal movements or differences in the numbers of business days and on the base, 1935-1939=100, stands at 180.0 for September, 1944 compared with 157.2 for August and 157.9 for September a year ago. Sales for the first nine months of 1944 averaged 8 per cent higher than in the corresponding period of 1943.

The more substantial increase in September of this year over last compared with those recorded in earlier corresponding-month comparisons may be attributed in part to the composition according to business days of the two months. There were five Fridays and five Saturdays in September this year whereas in September a year ago the two days in addition to the four full weeks (apart from Labour Day) occurred on Wednesday and Thursday. Since sales in most trades are normally greater on Friday and Saturday than earlier in the week, this factor has considerable effect upon the sales comparison for September of the two years. On making adjustment for this factor by reducing the monthly sales to an average daily sales basis, taking into account not only the total number of business days but also the varying sales importance of different days of the week, the increase in September this year over last is reduced from 14 per cent to 9 per cent. The general index of sales adjusted both for number of business days and for normal seasonal movements stands at 172.2 for September, 174.4 for August and 158.4 for September a year ago.

Sales made by radio and electrical stores were practically unchanged in September of this year compared with last. The same was true of restaurants. With these exceptions, substantial gains were recorded for all other trades for which figures are available, gains which were modified but not eliminated by basing the comparisons on average daily sales rather than calendar month totals. Unless otherwise indicated, figures quoted in the following paragraphs relate to calendar month totals.

Shoe store sales were 18 per cent higher in September of this year than last while sales for the year-to-date are up by 5 per cent. September increases on a regional basis ranged from 9 per cent in the Maritime Provinces to 24 per cent in British Columbia.

Men's clothing store sales gained 13 per cent in September of this year over last and were up 6 per cent for the year-to-date. Increases in Ontario and the Prairie Provinces exceeded those in other regions.

Results for women's specialty shops were similar to those for men's. September sales gained 14 per cent over last year while sales for the year-to-date were up 8 per cent.

Department stores (including the mail order business of these firms) transacted 15 per cent more business in September of this year than last while sales for the first nine months stand 10 per cent above the corresponding period of 1943. The September increase was highest in the Prairie Provinces at 20 per cent followed by 19 per cent for British Columbia and 17 per cent for Quebec. More moderate gains of 9 per cent and 11 per cent were recorded for the Maritime Provinces and Ontario respectively.

A 12 per cent increase in drug store sales in September, 1944 over last year was uniform throughout the country. Sales for the year-to-date stand 9 per cent above the similar period of 1943.

Furniture store sales continue to show increases with September sales standind 15 per cent above September last year. Sales for the first nine months of 1944 were 9 per cent above the corresponding period of 1943.

Food store sales for the calendar month of September averaged 15 per cent higher this year than last. This is a trade in which the varying sales importance of the different days of the week is an important factor. Calculations based on average daily sales, taking into account this varying sales importance of the different week days, reduces the increase to 6 rather than 15 per cent.

Hardware store sales registered 18 per cent higher in September of this year than last compared with a 16 per cent gain for August and a 13 per cent increase for the year-to-date.

September sales of variety stores were up 12 per cent, a gain reduced to 4 per cent when calculations are based on average daily sales rather than calendar month totals. Sales for the year-to-date were up by 4 per cent.

Increases in jewellery store sales were recorded for all sections of the country, these gains ranging from 7 per cent in the Maritime Provinces to 19 per cent in Ontario. Canada sales for this trade averaged 16 per cent higher in September of this year than last.

Sales of 21 departmental firms which provided sales statements on a departmental basis averaged 15 per cent higher in September this year over last. The results for individual departments indicate an unusual degree of uniformity, only four departments recording percentage changes which differed by more than four points from the average result. Most outstanding gains were those for food and piece goods departments, sales being up 24 per cent in each case. Home furnishings recorded a moderate 5 per cent advance, while sales of radio and music departments were 28 per cent lower than in September last year.

A summary of department store sales by departments for the first nine months of this year and last is contained on Page 9 of this bulletin. Piece goods and furniture departments recorded the greatest expansion in sales over last year. Two departments, household appliance and radio, show a reduction from the 1943 sales volume.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	September, 1944 + or - per cent compared with			
	September, 1939	September, 1943	August, 1944	Jan.-Sept., 1944 Jan.-Sept., 1943
General Index	+54.6	+14.0	+14.5	+ 7.9
Boot and Shoe Stores	+62.9	+18.0	+29.0	+ 5.0
Candy Stores	(g)	+23.9	+13.7	+11.7
Men's Clothing Stores	+52.9	+13.1	+41.3	+ 6.4
Women's Clothing Stores	+82.7	+14.3	+31.1	+ 7.8
Department Stores	+56.1	+15.1	+31.3	+10.0
Drug Stores	+69.7	+12.1	+ 3.9	+ 8.6
Furniture Stores	+17.2	+15.4	+10.0	+ 8.9
Grocery and Meat Stores	+51.0	+15.1	+ 3.7	+ 6.7
Hardware Stores	+32.4	+18.2	+ 3.0	+13.2
Radio and Electrical Stores	- 6.1	- 1.1	+23.4	- 4.4
Restaurants	+80.6	+ 1.6	- 1.3	+ 9.0
Variety Stores	+65.6	+12.1	+10.7	+ 3.6

Comparison of Retail Sales of Boot and Shoe Stores and Jewellery Stores

Region	Boot and Shoe Stores Sales in September, 1944 Compared with Sales in September, 1943	Jewellery Stores Sales in September, 1944 Compared with Sales in September, 1943
CANADA	+18.0	+15.6
Maritime Provinces	+ 9.3	+ 7.1
Quebec	+18.0	+16.3
Ontario	+19.2	+19.1
Prairie Provinces	+15.8	+15.1
British Columbia	+24.4	+11.1

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	General Index		Boots and Shoes		Candy (h)		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
September, 1939	116.4	109.9	122.2	108.0	(g)	(g)	115.4	109.2
September, 1940	113.9	116.5	113.2	109.6	100.2	130.6	107.3	112.1
September, 1941	137.3	136.4	132.1	124.8	126.1	159.4	128.4	130.4
September, 1942	153.2	152.6	165.3	156.7	133.3	167.8	153.8	154.9
September, 1943	157.9	158.4	168.7	160.0	162.3	204.3	155.9	160.3
1943								
October	173.4	157.5	171.3	158.0	189.6	202.1	197.2	152.3
November	174.1	165.0	162.6	171.8	180.9	212.8	206.8	164.7
December	221.7	167.9	209.7	163.2	384.6	173.6	279.4	183.2
1944								
January	132.5	166.1	108.7	149.9	145.5	203.9	107.7	148.1
February	139.0	171.8	105.1	174.0	184.8	176.9	111.4	183.1
March	165.4	177.4	139.0	185.0	168.4	221.2	146.9	182.9
April	176.7	175.2	204.3	159.4	219.0	155.2	200.5	190.1
May	176.7	169.1	195.8	175.7	161.9	173.4	182.7	187.1
June	176.5	170.1	208.6	162.1	153.3	231.5	189.1	179.0
July	149.0	169.1	162.3	182.6	160.9	232.1	142.0	178.6
August	157.2	174.4	154.4	189.6	176.8	216.6	124.8	168.9
September	180.0	172.2	199.1	172.0	201.1	238.2	176.4	166.9

Year and Month	Women's Clothing		Department		Drugs	
	A	B	A	B	A	B
September, 1939	110.2	109.7	117.3	113.3	104.4	101.1
September, 1940	114.0	125.3	114.1	116.7	112.3	114.8
September, 1941	134.8	144.0	138.6	136.6	130.4	130.5
September, 1942	169.1	179.1	154.9	152.7	147.6	146.8
September, 1943	176.1	188.8	159.1	156.8	158.1	157.8
1943						
October	206.3	165.7	177.8	157.3	171.7	164.2
November	202.9	182.0	196.0	168.8	169.5	172.6
December	270.1	185.6	240.2	145.8	248.2	196.5
1944						
January	128.6	183.5	109.7	151.3	168.2	177.0
February	124.7	207.5	122.4	156.3	163.0	175.1
March	175.6	205.0	163.2	174.0	170.1	172.1
April	229.2	181.8	164.3	174.0	169.2	174.6
May	201.4	190.9	166.2	160.0	168.4	173.4
June	192.9	170.8	150.3	143.2	168.1	177.0
July	155.2	189.8	116.8	156.9	168.0	171.2
August	153.5	213.3	139.4	165.4	170.5	172.0
September	201.3	205.0	183.1	179.1	177.2	172.3

(c) Includes men's furnishings.

(h) Candy indexes are based largely upon returns from retail candy chains.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	Furniture		Groceries and Meats		Hardware	
	A	B	A	B	A	B
September, 1939	115.4	97.9	117.9	112.2	135.6	115.3
September, 1940	124.0	111.8	108.9	116.2	130.2	115.3
September, 1941	140.3	121.9	133.7	139.1	157.5	133.9
September, 1942	128.5	111.6	148.0	152.9	163.8	139.2
September, 1943	117.2	103.5	154.6	160.3	151.8	131.7
1943						
October	127.7	106.7	166.9	159.5	156.5	137.1
November	120.6	112.6	155.8	159.3	153.6	150.6
December	141.4	125.4	189.7	181.6	175.0	163.7
1944						
January	94.4	146.6	154.1	167.1	104.4	176.7
February	101.5	125.4	161.9	171.2	110.6	195.3
March	115.9	135.0	182.5	175.3	129.5	178.0
April	138.5	128.5	181.9	181.2	156.1	155.6
May	157.3	125.6	179.5	176.4	193.4	143.7
June	130.4	131.7	195.4	193.2	189.1	156.4
July	113.2	150.8	164.4	174.7	167.8	154.9
August	122.9	120.5	171.7	183.8	174.3	162.9
September	135.2	113.0	178.0	170.1	179.5	150.8

Year and Month	Radio and Electrical		Restaurants		Variety	
	A	B	A	B	A	B
September, 1939	120.2	103.0	104.1	99.2	115.2	115.1
September, 1940	133.9	119.6	111.0	108.7	125.5	137.9
September, 1941	158.2	135.6	129.7	125.3	152.3	162.6
September, 1942	132.5	113.6	150.0	145.0	176.6	188.5
September, 1943	114.1	97.8	185.0	177.6	170.2	183.2
1943						
October	118.2	95.7	181.6	179.4	195.7	182.4
November	116.0	91.0	177.6	187.7	199.1	197.8
December	140.0	99.5	182.4	173.9	339.4	185.4
1944						
January	100.7	130.0	184.1	196.3	131.7	212.3
February	96.4	124.4	176.8	193.3	141.5	203.6
March	102.2	119.1	192.9	193.3	156.3	200.9
April	103.9	118.6	186.2	188.9	185.1	196.2
May	114.0	98.0	188.2	184.2	191.1	191.8
June	110.3	118.9	182.3	181.9	196.1	189.5
July	91.4	119.5	182.5	175.6	181.1	186.8
August	91.5	112.2	190.4	175.2	172.4	184.4
September	112.9	96.8	188.0	180.5	190.8	190.7

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
Men's Clothing Stores (c)						
September, 1940	107.3	130.8	99.8	106.9	109.9	106.7
September, 1941	128.4	157.9	122.5	124.5	136.3	128.5
September, 1942	153.8	196.7	152.0	149.3	145.6	158.0
September, 1943	155.9	204.0	154.5	147.3	170.1	142.8
1944						
July	142.0	216.5	135.3	126.8	167.1	139.6
August	124.8	176.1	119.9	114.6	135.7	133.2
September	176.4	217.1	166.2	170.9	203.2	158.9
% Change,						
September, 1944 ... / September, 1943 ...	+13.1	+ 6.4	+ 7.6	+16.0	+19.5	+11.3
% Change,						
Jan.-Sept., 1944 .. / Jan.-Sept., 1943 ..	+ 6.4	+ 4.4	+ 4.4	+ 6.3	+14.0	+ 3.6
Women's Clothing Stores						
September, 1940	114.0	130.1	103.1	119.1	106.3	123.3
September, 1941	134.8	154.4	128.8	133.2	132.5	155.7
September, 1942	169.1	187.9	162.2	174.1	148.6	186.3
September, 1943	176.1	187.3	158.2	182.0	174.6	194.3
1944						
July	155.2	181.2	135.3	157.5	162.9	176.9
August	153.5	191.1	128.5	154.0	168.5	182.7
September	201.3	218.0	176.2	210.7	202.1	215.6
% Change,						
September, 1944 ... / September, 1943 ...	+14.3	+16.4	+11.4	+15.8	+15.8	+11.0
% Change,						
Jan.-Sept., 1944 .. / Jan.-Sept., 1943 ..	+ 7.8	+12.7	+ 2.7	+ 8.3	+14.1	+ 7.9
Grocery and Meat Stores						
September, 1940	108.9	118.4	102.0	106.5	124.6	109.9
September, 1941	133.7	147.4	126.1	132.0	146.0	134.1
September, 1942	148.1	168.5	142.0	141.4	164.6	156.8
September, 1943	154.6	185.2	149.0	146.0	175.3	151.7
1944						
July	164.4	206.3	154.9	153.5	190.8	166.8
August	171.7	197.8	159.7	161.7	207.8	180.2
September	178.0	220.7	171.2	168.6	198.7	168.5
% Change,						
September, 1944 ... / September, 1943 ...	+15.1	+19.2	+14.9	+15.5	+13.3	+11.1
% Change,						
Jan.-Sept., 1944 .. / Jan.-Sept., 1943 ..	+ 6.7	+10.6	+ 5.6	+ 6.5	+ 8.2	+ 3.9

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935-1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	CANADA	Maritime Provinces	Quebec	Ontario	Prairie Provinces	British Columbia
			Department Stores			
September, 1940	114.1	114.8	116.8	117.2	107.3	116.6
September, 1941	138.6	149.7	140.6	138.2	131.7	147.5
September, 1942	154.9	169.7	166.7	157.0	136.2	169.6
September, 1943	159.1	199.1	165.5	148.9	157.6	164.7
1944						
July	116.8	138.9	109.6	104.6	120.2	144.1
August	139.4	172.0	136.0	128.6	136.4	166.6
September	183.1	216.3	193.7	165.5	188.6	195.8
% Change, September, 1944 ... / September, 1943 ...	+15.1	+ 8.6	+17.0	+11.1	+19.7	+18.9
% Change, Jan.-Sept., 1944 .. / Jan.-Sept., 1943 ..	+10.0	+12.2	+ 8.0	+ 6.7	+14.9	+10.2
			Variety Stores			
September, 1940	125.5	160.2	128.1	118.2	128.6	115.9
September, 1941	152.3	202.1	162.7	141.3	148.9	132.3
September, 1942	176.6	226.8	197.4	166.1	155.3	146.9
September, 1943	170.2	221.0	193.8	158.9	155.0	127.3
1944						
July	181.1	232.0	204.3	162.7	191.3	141.9
August	172.4	220.8	193.3	155.7	173.7	147.1
September	190.8	242.1	222.9	175.9	178.1	138.3
% Change, September, 1944 ... / September, 1943 ...	+12.1	+ 9.5	+15.0	+10.7	+14.9	+ 8.6
% Change, Jan.-Sept., 1944 .. / Jan.-Sept., 1943 ..	+ 3.6	+ 4.9	+ 4.1	+ 2.6	+ 6.4	+ 1.2
			Drug Stores			
September, 1940	112.3	115.0	107.8	111.2	117.0	116.4
September, 1941	130.4	143.9	127.2	129.4	132.3	127.6
September, 1942	147.6	177.0	140.5	143.1	150.1	160.3
September, 1943	158.1	184.3	151.6	151.5	162.2	180.9
1944						
July	168.0	201.4	159.8	161.0	173.3	187.6
August	170.5	208.4	160.5	161.7	177.6	198.2
September	177.2	206.8	169.5	168.7	182.0	210.2
% Change, September, 1944 ... / September, 1943 ...	+12.1	+12.1	+11.8	+11.4	+12.2	+16.2
% Change, Jan.-Sept., 1944 .. / Jan.-Sept., 1943 ..	+ 8.6	+ 9.3	+ 8.4	+ 7.2	+ 9.7	+13.7

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
September, 1943 and September, 1944
(Based on dollar sales of 21 firms including mail order houses)

	September, 1943	September, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	29,985,859	34,366,510	+14.6
1. Women's dresses, coats and suits	3,545,551	4,095,526	+15.5
2. Girls' and infants' wear	1,771,424	2,068,052	+16.7
3. Hosiery and gloves	1,326,774	1,390,281	+ 4.8
4. Lingerie and corsets	1,357,584	1,582,266	+16.6
5. Millinery	465,455	527,299	+13.3
6. Women's and children's apparel-(Total, 1-5)	8,466,788	9,663,424	+14.1
7. Men's and boys' clothing and furnishings	3,956,535	4,461,095	+12.8
8. Drugs and toilet articles and preparations	740,221	880,024	+18.9
9. Piece goods	2,467,490	3,051,179	+23.7
10. Smallwares	1,001,223	1,156,846	+15.5
11. Food and kindred products	2,003,126	2,473,396	+23.5
12. Furniture (including mattresses and springs)	1,633,382	1,920,594	+17.6
13. Home furnishings	1,993,361	2,094,606	+ 5.1
14. Household appliances and electrical supplies	635,269	718,173	+13.1
15. Hardware and kitchen utensils	882,008	1,021,496	+15.8
16. Radios, musical instruments and supplies	299,970	216,648	-27.8
17. Shoes and other footwear	2,251,015	2,638,498	+17.2
18. Stationery, books and magazines	614,381	710,367	+15.6
19. All other departments, total	3,041,090	3,360,164	+10.5

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-September, 1943 and January-to-September, 1944

	Jan.-to-Sept.,1943	Jan.-to-Sept.,1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	216,361,748	238,011,047	+10.0
1. Women's dresses, coats and suits	25,110,416	27,582,791	+ 9.8
2. Girls' and infants' wear	8,715,504	10,227,810	+17.4
3. Hosiery and gloves	9,052,152	9,420,993	+ 4.1
4. Lingerie and corsets	9,779,020	11,111,455	+13.6
5. Millinery	2,750,011	2,897,828	+ 5.4
6. Women's and children's apparel--(Total, 1-5)	55,407,103	61,240,877	+10.5
7. Men's and boys' clothing and furnishings	23,597,296	26,119,595	+10.7
8. Drugs and toilet articles and preparations	6,462,544	7,059,016	+ 9.2
9. Piece goods	17,065,032	20,264,649	+18.7
10. Smallwares	7,613,819	8,370,181	+ 9.9
11. Food and kindred products	19,763,962	21,065,402	+ 6.6
12. Furniture (including mattresses and springs)	12,079,825	14,809,705	+22.6
13. Home furnishings	16,044,997	17,044,074	+ 6.2
14. Household appliances and electrical supplies	4,404,721	4,386,420	- 0.4
15. Hardware and kitchen utensils	8,466,971	9,548,980	+12.8
16. Radios, musical instruments and supplies	2,377,661	1,710,562	-28.1
17. Shoes and other footwear	15,959,982	17,189,411	+ 7.7
18. Stationery, books and magazines	3,428,465	3,795,732	+10.7
19. All other departments, total	23,689,370	25,406,443	+ 7.2

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Monthly Indexes of Retail Sales in Canada, October, 1944
(1935-1939=100)

Consumer expenditures in Canada's retail stores during October, 1944, as measured by the composite index for fourteen trades dealing mainly in food, clothing, household and personal requirements, were 5 per cent higher than in October, 1943 and were 2 per cent above the dollar volume for September, 1944. The unadjusted indexes of sales (on the base, average for 1935 to 1939 = 100) stood at 182.6 for October, 1944, 173.3 for the same month a year ago and 178.6 for September of this year. The increase in October this year compared with the same month of last year is slightly below the average gain of 8 per cent for the first ten months of 1944.

This issue of the monthly bulletin contains for the first time a complete summary of the revised sales indexes for 1944. It is supplementary, therefore, to the recent publication presenting comparable series for the period 1938 to 1943. During the past year, the Bureau has extended its canvass to include a larger number of stores in most of the groups which make up these monthly surveys of retail trade. In some instances, the additions were of a minor nature and were intended merely to give a more representative character to the field covered, or to compensate for the normal reduction in the mailing lists caused by the withdrawal of some contributing firms from business operations. In other cases, where the extensions were broader in scope, the purpose was to secure a sample sufficiently large to permit preparation of regional indexes for all represented trades. The compilation of monthly indexes for family clothing stores, beginning with January, 1941, is an entirely new departure made possible by the increase in the number of reporting stores. Such indexes are presented here for the first ten months of 1944.

Indexes of retail sales are now available for fourteen kinds of business on a regional basis. This has permitted the preparation of a general index of sales for each region which includes all of the fourteen trades. The new components of the general indexes for Canada and the different economic divisions of the country are country general stores, family clothing stores and jewellery stores. Indexes of candy store sales, however, no longer form a part of the general index.

In the first table of the bulletin, percentage changes in retail sales are presented for the fourteen individual kinds of business grouped under four main headings. On this basis, increases for the household and personal effects group are in total apparently greater than for the other categories, especially when sales of radio and electrical stores are excluded. The latter kind of business, registering a decrease of 4 per cent in sales in October, 1944 below the same month of the preceding year, continues to be the only trade among those represented which has shown a cumulative decline from levels obtaining during the first ten months of 1943. There is little else outstanding in the overall results for the other kind of business

groupings, moderate increases being reflected in all cases. Food store sales held almost to the same level as that obtaining in October a year ago, due at least in part to the occurrence of four Saturdays in October, 1944, against five Saturdays in the corresponding month of last year.

Seasonally adjusted indexes are prepared for each kind of business but not for each region of the country. The adjusted general index of sales for Canada was 174.6 in October, 1944 being somewhat higher than the index of 170.9 in September and exceeded only by the index of 176.3 recorded in April of this year. The adjusted indexes for the sub-groups showed an upward movement between September and October in eleven trades and a downward trend in the three remaining kinds of business. The reduction was most marked in the case of department store sales which receded 8 points from the peak of 179.7 established in September. The adjusted index for women's clothing store sales was another which recorded a decline from September. In each of these cases, however, the October index compared favourably with the average index for the year-to-date. The adjusted index for radio and electrical store sales was the third series to record a decrease, the level for October being slightly below the adjusted index for the preceding month.

The unadjusted general indexes for all regions advanced uniformly in October of this year over last, with increases ranging between 4 and 6 per cent. Wider variations appear in comparisons for the first ten months of this year and last. These ranged from a 5 per cent increase in Quebec to an 11 per cent advance in the Prairie Provinces.

The Maritime Provinces recorded a gain of 6 per cent in sales for October and a 9 per cent increase for the January-to-October period. Sales of departmental, furniture and hardware stores reported the most pronounced gains in October. All other trades with the exception of radio and electrical stores showed comparatively minor increases in the same comparison. An 18 per cent increase in hardware store sales was an outstanding feature of the cumulative results for the first ten months of the year.

In the case of Quebec, a 6 per cent increase in the general index of sales for October is almost similar to the 5 per cent gain recorded in the year-to-date. Hardware stores recorded a marked increase in sales, with a gain of 24 per cent over October, 1943. This, together with a 20 per cent increase in furniture store sales, featured results for October in this province. Expansion in hardware store sales during the ten-month period exceeded the percentage gains experienced in all other trades.

The average gain in Ontario, taking all fourteen trades into consideration, amounted to 4 per cent for October and 6 per cent for the first ten months of 1944. There was a smaller expansion in hardware sales in this province than elsewhere. Furniture and jewellery stores led other trades with advances of 16 and 14 per cent respectively for October of this year compared with last. The results for the first ten months of the year reveal that jewellery, with a gain of 13 per cent, and radio and electrical stores, with a sales decline of 9 per cent, were the only groups recording changes which differed markedly from the average result for all trades.

In the Prairie Provinces, total sales were up 6 per cent for October and 11 per cent for the ten-month period. Gains in hardware, furniture and jewellery store sales surpassed increases recorded by other trades for both October and the cumulative period.

Retail trade in British Columbia was up 5 per cent over October of last year and was 7 per cent higher in the year-to-date comparison. Drug store sales were up 19 per cent in October, while gains of 14 per cent occurred in sales of country general stores and furniture stores. The greatest increases in sales during the ten months' period were obtained by drug, country general, and hardware stores in this province.

The publication of monthly indexes of candy store sales has been discontinued. Returns submitted by a number of the larger retail chain candy store companies indicate that sales were 13 per cent higher in October and increased 12 per cent between the ten-month periods of 1943 and 1944.

Sales of 21 departmental firms which reported a breakdown of sales by departments were 9.5 per cent higher in October, 1944 than in October, 1943. Furniture, food and piece goods departments led in point of view of increased sales over October last year with gains of 18, 17 and 15 per cent respectively. Apparel departments showed uniform gains, women's clothing recording a 10 per cent advance followed by gains of 8 per cent in footwear and 7 per cent in men's clothing sales. Household appliance departments did 11 per cent more business, home furnishings sales were up 4 per cent and sales of hardware departments gained 8 per cent. The radio and music department, continuing a prolonged downward trend, was the only department reporting sales lower this year than last, with a decline of 15 per cent in the month under review. Drug sales increased 11 per cent and smallwares departments reported sales 8 per cent higher than in October, 1943.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in October, 1944 Compared With Sales In			Jan.-Oct.,1944 Jan.-Oct.,1943
	October, 1939	October, 1943	September, 1944	
	%	%	%	%
GENERAL INDEX	+54.9	+ 5.4	+ 2.2	+ 7.8
General Merchandise Group:				
Country General Stores	+46.5	+ 6.8	+ 1.8	+ 9.8
Department Stores	+45.8	+ 8.5	+ 5.0	+ 9.9
Variety Stores	+65.5	+ 2.0	+ 4.3	+ 3.5
Food Group:				
Food Stores	+62.3	+ 1.0	- 4.3	+ 5.9
Restaurants	+90.4	+ 5.2	+ 2.4	+ 7.4
Clothing Group:				
Family Clothing Stores	(g)	+ 7.2	+20.5	+ 6.2
Men's Clothing Stores	+54.8	+ 5.3	+18.5	+ 6.2
Women's Clothing Stores	+68.3	+ 7.3	+ 9.6	+ 7.7
Shoe Stores	+68.6	+ 3.4	-11.7	+ 4.7
Household and Personal Effects Group:				
Drug Stores	+73.9	+ 8.4	+ 5.0	+ 8.6
Furniture Stores	+11.1	+17.1	+ 7.6	+ 9.3
Hardware Stores	+46.4	+14.5	+ 0.8	+12.7
Jewellery Stores	+99.6	+10.9	+ 0.1	+12.5
Radio and Electrical Stores	-13.2	- 3.7	- 0.2	- 4.5

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
October, 1939	117.9	111.1	119.2	106.7	132.4	118.0	120.7	120.2
October, 1940	131.9	120.1	122.2	107.0	141.1	120.9	146.9	141.7
October, 1941	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1942	171.7	151.4	155.0	133.4	181.9	152.9	204.5	185.0
October, 1943	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
1943								
November	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
December	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
1944								
January	140.0	167.3	119.5	160.5	109.7	151.3	131.7	212.3
February	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.0	173.0	169.1	163.4	150.3	143.2	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	156.9	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.4	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.6	174.6	161.2	193.0	171.3	199.7	198.9

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing	
	A	B	A	B	A	B	A	B
October, 1939	103.9	108.2	103.3	102.7	(g)	(g)	133.8	110.9
October, 1940	120.8	120.8	112.5	110.4	(g)	(g)	145.5	115.9
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1942	164.6	152.2	162.0	157.0	211.8	165.4	196.4	154.6
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
1943								
November	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
December	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
1944								
January	156.5	169.7	180.4	192.2	114.3	173.1	107.7	154.3
February	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.6	174.8	196.7	195.6	228.8	197.1	207.1	180.3

(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1939	130.7	110.1	103.0	103.9	107.1	105.8	130.6	113.5
October, 1940	148.6	120.3	113.7	111.5	124.1	119.5	135.2	113.4
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1942	207.8	165.0	172.4	157.8	162.9	152.9	141.5	116.0
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
1943								
November	203.0	182.0	162.1	171.2	169.5	172.6	124.2	115.9
December	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
1944								
January	127.5	182.0	101.3	147.6	168.2	177.0	89.8	139.5
February	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	220.0	192.3	173.7	175.9	186.2	182.8	145.1	126.1

Year and Month	Hardware		Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1939	125.8	111.6	101.5	(g)	129.2	104.6
October, 1940	141.6	120.8	114.3	(g)	148.2	115.4
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1942	169.8	144.8	160.7	173.2	140.6	117.9
October, 1943	160.9	141.1	182.7	204.7	116.5	101.6
1943						
November	156.0	153.0	221.9	217.6	116.4	101.9
December	170.5	159.6	522.8	198.0	136.0	102.6
1944						
January	105.6	178.8	141.7	206.5	100.1	124.5
February	109.3	192.9	145.6	200.7	97.3	121.0
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.2	164.0	202.6	227.1	112.2	97.0

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1943 and October, 1944
(Based on dollar sales of 21 firms including mail order houses)

	October, 1943	October, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	32,215,613	35,279,800	+ 9.5
1. Women's dresses, coats and suits	4,060,354	4,617,815	+13.7
2. Girls' and infants' wear	1,650,615	1,888,419	+14.4
3. Hosiery and gloves	1,559,591	1,576,626	+ 1.1
4. Lingerie and corsets	1,333,734	1,387,505	+ 4.0
5. Millinery	460,904	489,818	+ 6.3
6. Women's and children's apparel-(Total,1-5)	9,065,198	9,960,183	+ 9.9
7. Men's and boys' clothing and furnishings .	4,577,410	4,900,167	+ 7.1
8. Drugs and toilet articles and preparations	852,442	947,596	+11.2
9. Piece goods	2,350,923	2,707,463	+14.7
10. Smallwares	1,183,367	1,282,117	+ 8.3
11. Food and kindred products	2,412,534	2,822,815	+17.0
12. Furniture (including mattresses and springs)	1,611,150	1,898,250	+17.8
13. Home furnishings	2,110,226	2,185,466	+ 3.6
14. Household appliances and electrical supplies	585,642	647,208	+10.5
15. Hardware and kitchen utensils	896,190	966,969	+ 7.9
16. Radios, musical instruments and supplies .	262,516	222,742	-15.2
17. Shoes and other footwear	2,354,033	2,534,733	+ 7.7
18. Stationery, books and magazines	553,306	600,726	+ 8.6
19. All other departments, total	3,391,676	3,603,365	+ 6.2

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
1944							
January	161.9	141.3	117.5	152.4	187.3	216.8	133.9
February	164.0	148.4	132.8	172.4	182.4	215.9	151.4
March	195.9	155.4	216.2	200.0	199.2	245.3	170.8
April	206.1	165.0	194.5	235.7	196.5	240.8	251.3
May	220.3	206.4	211.5	252.5	204.4	255.7	249.8
June	211.7	173.4	178.5	252.6	218.7	248.0	227.6
July	194.2	176.7	138.9	232.0	205.7	257.0	188.2
August	195.0	182.4	172.0	220.8	195.4	262.5	178.2
September	213.2	172.9	218.0	242.8	216.3	247.6	215.2
October	217.0	172.4	238.7	261.8	199.1	242.7	270.0
% Change, October, 1944 / October, 1943	+ 5.9	+ 7.1	+12.7	+ 1.5	+ 2.2	+ 3.2	+ 9.2
% Change, Jan.-Oct., 1944 / Jan.-Oct., 1943	+ 9.4	+12.8	+12.4	+ 4.5	+ 9.4	+ 2.9	+11.3
Quebec							
1944							
January	132.5	119.2	105.5	156.4	160.2	164.0	105.1
February	140.5	124.7	126.5	153.5	168.8	156.7	118.7
March	169.4	154.5	167.7	177.0	193.2	171.8	162.9
April	185.7	167.3	181.8	209.9	193.5	170.3	232.2
May	190.2	206.4	189.3	228.4	180.6	175.9	222.9
June	188.4	199.4	157.8	232.2	199.0	173.4	199.6
July	153.2	196.6	109.6	204.3	154.2	173.6	163.9
August	155.9	185.7	136.1	192.4	158.6	178.3	147.0
September	173.8	161.5	193.8	222.6	167.1	181.5	190.5
October	181.5	188.2	206.8	223.5	163.6	186.7	235.2
% Change, October, 1944 / October, 1943	+ 6.3	+ 7.1	+13.0	+ 6.1	+ 0.4	+ 8.4	+ 7.9
% Change, Jan.-Oct., 1944 / Jan.-Oct., 1943	+ 5.3	+ 8.9	+ 8.7	+ 4.2	+ 4.4	+ 7.0	+ 4.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing (c)	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
			Maritime Provinces				
180.2	163.4	115.2	196.1	137.0	126.2	258.7	110.5
161.1	164.3	116.5	190.6	129.9	116.1	249.8	90.3
210.3	217.7	176.9	206.9	161.1	151.8	312.1	99.8
268.4	320.0	244.9	213.1	199.4	178.6	278.8	157.5
257.3	306.2	241.7	204.1	254.3	224.0	268.4	151.2
257.1	244.2	249.1	198.5	215.0	220.8	292.4	138.9
221.6	189.0	207.4	201.4	169.6	200.7	306.6	109.5
183.0	205.1	204.1	208.4	166.4	192.3	318.5	119.9
214.4	238.1	233.2	206.3	165.2	210.1	310.3	133.0
270.6	262.7	217.1	208.4	184.2	207.7	317.7	126.2
+ 4.5	+ 7.7	+ 3.7	+ 2.0	+22.0	+20.3	+ 2.6	- 6.1
+ 4.7	+11.1	+ 4.7	+ 8.5	+11.9	+18.2	+ 7.6	- 7.4
			Quebec				
86.9	102.8	71.4	171.6	69.4	93.3	105.5	107.9
93.0	108.6	74.7	165.3	91.6	103.0	104.4	113.8
139.5	158.6	117.8	173.6	107.7	130.8	139.3	127.1
205.3	214.0	195.0	168.8	135.5	154.6	161.6	114.5
194.8	203.1	193.9	163.7	189.1	226.7	158.7	146.4
187.9	195.7	195.7	159.9	136.6	213.7	176.0	127.7
135.1	134.6	140.2	159.8	107.6	186.4	135.2	106.2
120.7	130.8	129.2	160.5	110.6	199.2	159.4	109.6
162.0	175.4	166.0	169.4	134.0	201.1	168.6	138.2
199.4	195.4	145.8	184.3	135.4	203.8	156.8	135.3
+ 8.5	+ 6.4	+ 1.0	+12.0	+19.7	+23.9	+11.0	- 1.2
+ 4.6	+ 3.1	+ 1.5	+ 8.8	+10.2	+15.1	+11.5	- 2.6

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Ontario							
1944							
January	129.8	116.4	101.2	118.8	154.5	185.3	108.9
February	133.8	121.2	116.1	130.5	159.2	177.6	97.7
March	155.3	134.3	148.2	144.0	178.0	194.4	119.8
April	166.6	142.2	152.7	168.5	176.6	192.3	167.7
May	166.8	167.7	157.4	170.9	172.5	194.5	159.0
June	166.1	146.7	141.1	176.0	180.8	187.8	160.6
July	142.0	161.0	104.6	162.7	152.8	191.2	131.6
August	148.3	156.8	128.6	155.4	160.6	199.3	129.6
September	168.1	154.3	166.2	177.1	168.1	193.1	165.7
October	169.7	136.0	173.9	182.8	163.8	197.1	192.3
% Change, October, 1944 / October, 1943	+ 4.1	- 0.8	+ 7.6	- 0.2	+ 0.3	+ 7.0	+ 6.8
% Change, Jan.-Oct., 1944 / Jan.-Oct., 1943	+ 5.9	+ 5.2	+ 6.9	+ 2.3	+ 5.4	+ 9.6	+ 3.9
Prairie Provinces							
1944							
January	130.6	113.7	114.3	130.9	142.2	173.5	131.2
February	134.3	116.5	121.2	149.4	148.8	163.3	138.6
March	155.6	125.9	166.2	151.8	166.0	177.4	137.2
April	172.3	158.1	163.2	190.8	165.3	189.1	224.1
May	169.8	157.4	155.5	182.3	181.0	180.9	192.4
June	175.2	161.1	145.0	190.2	206.8	189.8	200.3
July	164.6	160.7	120.2	191.3	195.2	210.8	187.3
August	173.2	176.4	136.4	173.7	207.8	204.3	173.4
September	192.1	190.2	189.6	178.1	198.5	191.5	220.7
October	198.4	192.8	199.5	202.7	178.8	204.0	279.5
% Change, October, 1944 / October, 1943	+ 6.3	+ 8.6	+ 7.5	+ 1.4	+ 2.6	+ 2.1	+ 6.4
% Change, Jan.-Oct., 1944 / Jan.-Oct., 1943	+11.1	+11.2	+13.9	+ 5.8	+ 8.8	+ 7.9	+11.7

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing (c)	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
			Ontario				
99.9	133.6	103.6	158.4	85.5	93.2	133.6	82.3
105.7	123.2	101.6	152.7	90.7	93.5	137.1	78.0
134.8	174.7	131.2	158.7	109.5	109.9	144.7	86.5
188.3	225.0	195.2	158.9	123.5	134.9	159.2	82.9
164.3	190.7	186.7	158.4	141.8	177.7	171.0	88.8
177.0	184.1	215.0	159.7	124.1	169.7	182.0	90.6
126.8	157.5	159.9	161.0	102.9	147.6	163.4	73.8
114.6	154.0	147.1	161.7	110.5	147.6	177.8	71.2
171.7	210.6	198.8	168.7	122.4	152.7	197.6	87.8
195.7	222.4	166.5	170.6	135.1	151.5	194.6	89.6
+ 6.1	+ 9.4	+ 2.6	+ 5.4	+16.0	+ 6.8	+13.9	- 6.3
+ 6.3	+ 8.4	+ 4.8	+ 7.0	+ 6.2	+ 6.7	+13.4	- 9.1
			Prairie Provinces				
124.6	124.4	124.8	170.3	121.1	129.9	168.5	145.6
129.8	133.6	107.5	166.6	125.5	131.4	184.5	134.9
159.7	173.5	133.0	172.4	136.0	143.3	193.3	130.4
215.2	238.1	226.4	173.6	138.1	196.0	203.8	153.0
191.2	195.0	200.1	172.9	129.3	196.0	214.7	143.9
196.6	182.1	205.5	176.4	135.8	204.0	224.1	143.6
165.8	162.4	186.2	173.3	134.1	195.7	214.5	118.7
130.8	162.4	173.2	177.6	140.0	204.0	215.8	123.9
196.6	196.0	207.1	182.9	145.1	200.2	221.6	144.6
246.3	241.7	211.1	204.7	167.8	208.3	250.5	143.9
+ 2.8	+ 6.2	+ 6.3	+10.3	+13.5	+14.7	+12.2	- 0.6
+12.2	+12.9	+ 8.0	+ 9.8	+14.8	+17.1	+17.9	+ 6.5

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			British Columbia				
1944							
January	137.4	114.4	126.7	107.0	142.4	186.3	121.5
February	142.8	117.6	135.1	121.2	149.6	168.1	135.2
March	163.6	135.5	168.7	120.6	169.4	175.4	138.4
April	167.9	136.9	166.5	137.6	167.9	177.2	170.0
May	172.2	157.0	166.2	135.2	174.2	173.8	186.1
June	181.5	167.3	167.1	144.1	197.9	172.7	202.0
July	162.1	151.2	144.1	141.9	167.1	190.1	183.0
August	175.2	165.6	166.6	147.1	180.7	192.0	175.2
September	180.2	163.0	195.7	138.3	167.9	180.9	202.4
October	179.7	162.7	196.8	148.2	160.4	178.1	208.1
% Change, October, 1944 / October, 1943	+ 5.1	+13.7	+ 5.2	+ 2.2	+ 3.0	- 0.1	+ 3.7
% Change, Jan.-Oct., 1944 / Jan.-Oct., 1943	+ 7.1	+13.2	+ 9.6	+ 1.3	+ 5.0	+ 2.8	+ 5.0

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing (c)	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
			British Columbia				
120.9	156.0	148.8	189.8	120.2	114.3	145.4	96.5
131.6	144.2	166.0	186.6	144.8	135.9	155.8	99.8
142.2	200.8	182.0	192.5	147.4	162.6	162.0	111.6
161.6	236.1	221.4	183.5	149.1	179.3	174.6	126.6
151.8	220.1	223.6	198.6	150.2	218.6	181.5	107.4
178.3	213.6	234.2	192.2	160.9	202.1	193.2	107.6
142.7	177.8	193.2	187.6	151.3	200.3	200.2	98.4
136.5	182.8	217.0	198.2	171.7	201.0	206.5	119.3
160.6	214.5	241.3	209.5	159.4	198.5	202.5	115.0
175.4	225.4	224.5	223.3	174.8	192.9	201.1	115.2
- 3.4	+ 0.4	+ 9.4	+18.6	+13.6	+11.4	+ 6.1	- 4.6
+ 2.7	+ 7.2	+ 9.5	+14.2	+ 9.9	+13.0	+ 8.2	- 8.1

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Monthly Indexes of Retail Sales in Canada, November, 1944
(1935-1939=100)

Retail sales in Canada during November, 1944 as measured by the composite index for fourteen retail trades dealing mainly in food, clothing and household and personal requirements were up 4 per cent from October and were 10 per cent higher than in November, 1943. The unadjusted indexes of sales (on the base 1935-1939=100) stand at 190.7 for November and 182.6 for October, 1944 and at 172.8 for November, 1943.

The 10 per cent gain in November trading over November, 1943 is somewhat greater than the average increase of 8 per cent recorded in the comparison between the first ten months of 1944 and the corresponding period of 1943. The seasonally adjusted general index of sales reached a new peak in November, standing at 182.1 compared with 174.7 for October, 170.9 for September and 173.0 for August. The more pronounced increase in November sales may be attributed at least in part to forward Christmas buying transacted in anticipation of stock shortages in the more immediate pre-Christmas period.

Radio and electrical stores transacted 2 per cent less dollar business in November, 1944 than in November, 1943. All other trades for which figures are available registered increases, the more substantial gains over November, 1943 standing at 15 per cent for department stores, 16 per cent for hardware stores, 17 per cent for jewellery stores and 18 per cent for furniture stores.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 9 per cent higher in 1944 than in 1943, both for the month of November and for the year to date. Major increases in the November comparison were recorded by the furniture trade with a gain of 34 per cent and the department store trade with a gain of 16 per cent. Hardware stores transacted 14 per cent more business in November, 1944 than in the same month of 1943 but gains for other trades were much more moderate, ranging from 1 per cent for the restaurant trade to 10 per cent for food stores and jewellery stores.

Quebec

Quebec sales in November were 9 per cent higher than in November, 1943 while the volume of retail trading transacted during the first eleven months of 1944 registered 6 per cent higher than in the corresponding period of 1943. November sales of radio and electrical stores were down 4 per cent from November, 1943, while all other trades registered increases. The highest percentage increase was reported by jewellery stores with a gain of 25 per cent followed by a 19 per cent increase for

hardware stores, 14 per cent for variety stores and department stores and 13 per cent for furniture stores. Smaller increases were recorded for the other trades included in the series.

Ontario

November sales in Ontario stores averaged 11 per cent higher in 1944 than in 1943 while sales for the first eleven months were up by 7 per cent. Conforming with the results for Quebec and the Prairie Provinces, radio and electrical store sales were off by 4 per cent. Increases of 21 per cent for furniture stores and 17 per cent for jewellery stores constitute the largest gains recorded for November in this province. Other major increases in November, 1944 compared with the same month of 1943 include 16 per cent increases both for department stores and women's clothing stores and a 14 per cent gain for men's specialty shops.

Prairie Provinces

Gains in retail trading in the Prairie Provinces stand at 11 per cent in dollar volume, both for the month of November and also for the first eleven months of 1944 compared with the corresponding period of 1943. The November increase was about on a par with the average for Canada but the gain for the year to date was somewhat greater than the 8 per cent gain in this comparison for the country as a whole. Radio and electrical store sales were 9 per cent lower in November, 1944 than in November, 1943 while all other trades registered increases. The largest increase was recorded by the jewellery trade, with a gain of 19 per cent, followed by a 17 per cent increase for family clothing stores and a 16 per cent gain for department stores.

British Columbia

Customers spent 10 per cent more money in British Columbia's retail stores in November, 1944 than in the same month of 1943 while sales for the first eleven months of the year were up by 7 per cent. Contrary to the results obtained in most other sections, stores classified in the radio and electrical field transacted more business in November, 1944 than in the same month of 1943. The great majority of the stores included in the sample reported increased business. But the volume of business transacted by the sample of stores in this category is generally small with the result that the 21 per cent increase recorded for this trade has little weight in arriving at the increase in sales for the province as a whole.

Hardware stores transacted 22 per cent more dollar business in November, 1944 than 1943. Other major gains were 18 per cent for furniture stores, 14 per cent for both country general and drug stores and 12 per cent for department stores.

Departmental Analysis of Department Store Sales

The volume of business transacted by 19 departmental firms which reported a breakdown of sales by departments was 15 per cent greater in November, 1944 than in the corresponding month of 1943. Sales of piece goods and furniture departments were both reported to be 26 per cent higher than in November a year ago, and these led other departments in point of view of increased sales. Purchases of footwear were 17 per cent above last year, while increases of 13 and 11 per cent were recorded by women's apparel and men's clothing departments respectively. Stationery departments did 19 per cent more business than in November, 1943, while gains of 17 per cent and 16 per cent were recorded by departments specializing in the sale of drugs and food products. A decline of only 1 per cent in sales of radios and musical instruments by department stores represents a considerable reduction in magnitude

from the larger declines recorded in earlier months of the year. Other departments, dealing chiefly in household lines, showed increases ranging from 10 per cent for home furnishings to 15 per cent for hardware and smallwares.

Candy Stores and Furriers' Retail Shops

These two trades are not represented in the analysis presented above for Canada and the various regions. Returns submitted by a number of the larger retail chain candy store companies indicated that sales were 12 per cent higher in November and increased by a similar amount between the eleven-month periods of 1943 and 1944. Sales of furriers' retail shops, as reported by a representative group of both chain and independent merchants, were 14 per cent higher in November, 1944 compared with November, 1943 and increased 4 per cent during the first eleven months of 1944 over 1943.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in November, 1944 Compared With Sales In			Jan.-Nov.,1944
	November, 1939	November, 1943	October, 1944	Jan.-Nov.,1943
	%	%	%	%
GENERAL INDEX	+68.5	+10.4	+ 4.4	+ 8.1
General Merchandise Group:				
Country General Stores	+65.1	+ 6.4	- 4.5	+ 9.4
Department Stores	+81.9	+15.0	+16.7	+10.5
Variety Stores	+77.3	+ 9.6	+ 9.3	+ 4.1
Food Group:				
Food Stores	+58.6	+ 8.2	- 0.2	+ 6.1
Restaurants	+93.9	+ 8.1	- 0.8	+ 7.5
Clothing Group:				
Family Clothing Stores	(g)	+10.0	+ 1.8	+ 6.7
Men's Clothing Stores	+79.0	+11.1	+10.3	+ 6.9
Women's Clothing Stores	+92.2	+11.5	+ 3.5	+ 8.1
Shoe Stores	+96.8	+10.4	+ 3.1	+ 5.3
Household and Personal Effects Group:				
Drug Stores	+72.9	+ 7.1	- 2.5	+ 8.5
Furniture Stores	+32.4	+18.2	+ 2.7	+10.0
Hardware Stores	+64.1	+15.7	- 2.3	+13.1
Jewellery Stores (x)	+134.2	+16.9	+27.5	+13.1
Radio and Electrical Stores	- 8.6	- 2.0	+ 1.1	- 4.2

(g) Not available.
(x) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
November, 1939 ...	113.2	107.1	100.6	97.5	123.9	107.1	123.1	122.3
November, 1940 ...	135.7	123.0	116.1	108.6	150.9	128.5	153.8	143.8
November, 1941 ...	143.9	136.0	121.7	118.4	155.4	137.6	178.2	171.6
November, 1942 ...	161.7	159.3	139.0	138.5	187.4	168.5	199.0	204.0
November, 1943 ...	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
1943								
December	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
1944								
January	140.0	167.3	119.5	160.5	109.7	151.3	131.7	212.3
February	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.0	173.0	169.1	163.4	150.3	143.2	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	156.9	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.4	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.1	171.4	199.8	199.0
November	190.7	182.1	166.1	160.4	225.4	194.9	218.3	218.5

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
November, 1939 ...	106.3	107.8	100.3	106.0	(g)	(g)	127.9	101.4
November, 1940 ...	126.1	119.0	109.2	113.9	(g)	(g)	160.3	120.1
November, 1941 ...	143.7	140.8	128.9	136.7	166.8	137.4	173.8	135.2
November, 1942 ...	148.5	156.8	154.7	165.7	202.0	176.6	193.8	162.5
November, 1943 ...	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
1943								
December	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
1944								
January	156.5	169.7	180.4	192.2	114.3	173.1	107.7	154.3
February	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	173.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.6	172.4	194.5	204.2	234.1	198.5	229.0	187.5

(c) Includes men's furnishings.

(g) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
November, 1939 ...	117.8	106.1	90.9	94.9	105.0	106.5	110.9	103.5
November, 1940 ...	146.8	124.9	128.6	126.3	116.9	115.5	122.9	112.1
November, 1941 ...	155.4	137.2	128.8	130.4	134.6	136.2	102.5	96.8
November, 1942 ...	184.7	173.0	157.3	168.9	148.4	154.7	122.0	118.0
November, 1943 ...	203.0	182.0	162.1	171.2	169.5	172.6	124.2	115.9
1943								
December	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
1944								
January	127.5	182.0	101.3	147.6	168.2	177.0	89.8	139.5
February	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.4	204.6	178.9	189.0	181.5	184.7	146.8	139.2

Year and Month	Hardware		Jewellery		Radio and Electrical	
	A	B	A	B	A	B
November, 1939 ...	110.0	107.9	110.8	(g)	124.8	97.9
November, 1940 ...	126.0	123.6	130.4	(g)	146.2	114.7
November, 1941 ...	142.6	145.5	141.3	144.1	118.7	108.1
November, 1942 ...	149.5	152.5	169.7	173.1	129.8	118.2
November, 1943 ...	156.0	153.0	221.9	217.6	116.4	101.9
1943						
December	170.5	159.6	522.8	198.0	136.0	102.6
1944						
January	105.6	178.8	141.7	206.5	100.1	124.5
February	109.3	192.9	145.6	200.7	97.3	121.0
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	180.5	179.8	259.5	254.5	114.1	99.9

(g) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
November, 1941	164.8	131.5	181.3	240.1	156.5	178.9	166.7
November, 1942	189.1	138.5	222.2	269.8	163.6	211.6	219.3
November, 1943	211.4	166.3	245.7	280.6	180.5	229.0	260.6
1944							
October	217.0	174.4	238.7	261.8	199.8	234.4	270.0
November	230.1	172.5	284.8	294.4	198.4	232.0	271.1
% Change, November, 1944 ... / November, 1943 ...	+ 8.8	+ 3.7	+15.9	+ 4.9	+ 9.9	+ 1.3	+ 4.0
% Change, Jan.-Nov., 1944 .. / Jan.-Nov., 1943 ..	+ 9.3	+12.0	+12.9	+ 4.6	+ 9.5	+ 2.5	+10.4
Quebec							
November, 1941	137.7	123.0	148.5	175.5	134.4	128.4	171.1
November, 1942	158.6	140.1	187.0	212.0	148.1	144.6	211.3
November, 1943	168.1	160.6	205.4	203.8	153.8	165.2	213.7
1944							
October	181.5	186.2	207.1	223.5	163.5	187.4	235.9
November	183.2	168.1	233.3	232.2	162.8	182.4	232.4
% Change, November, 1944 .... / November, 1943 ...	+ 9.0	+ 4.7	+13.6	+13.9	+ 5.9	+10.4	+ 8.8
% Change, Jan.-Nov., 1944 .. / Jan.-Nov., 1943 ..	+ 5.7	+ 8.4	+ 9.3	+ 5.2	+ 4.5	+ 7.4	+ 4.9
Ontario							
November, 1941	146.1	117.2	153.2	174.3	148.6	126.1	163.7
November, 1942	156.6	128.0	178.8	184.8	147.8	150.2	170.9
November, 1943	165.1	142.2	184.0	184.0	154.0	178.7	181.2
1944							
October	169.7	136.3	174.1	183.1	164.1	196.9	192.1
November	183.7	144.5	213.4	201.2	168.5	197.0	199.3
% Change, November, 1944 ... / November, 1943 ...	+11.3	+ 1.6	+16.0	+ 9.3	+ 9.4	+10.2	+10.0
% Change, Jan.-Nov., 1944 .. / Jan.-Nov., 1943 ..	+ 6.5	+ 4.9	+ 8.0	+ 3.1	+ 5.7	+ 9.6	+ 4.6

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing(c)	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
			Maritime Provinces				
224.6	185.2	143.1	150.4	128.3	139.5	203.2	135.7
263.7	243.4	186.2	177.3	153.5	158.4	268.7	146.4
282.4	276.6	201.3	208.8	148.8	175.9	370.8	136.0
273.6	263.4	216.0	209.3	183.2	207.7	303.0	130.5
288.6	295.1	213.1	222.5	199.4	200.6	408.4	145.7
+ 2.2	+ 6.7	+ 5.9	+ 6.6	+34.0	+14.0	+10.1	+ 7.1
+ 4.5	+10.6	+ 4.7	+ 8.3	+13.8	+17.7	+ 7.4	- 5.7
			Quebec				
164.3	143.0	125.2	134.9	88.5	142.6	116.8	119.3
186.6	170.3	153.4	146.9	105.5	152.8	136.8	135.8
191.0	175.7	155.0	165.7	117.8	159.3	161.7	139.9
199.6	194.2	146.1	185.1	131.9	206.6	160.9	137.9
215.0	186.0	168.9	176.0	132.5	189.8	201.9	133.9
+12.6	+ 7.1	+ 9.0	+ 6.2	+12.5	+19.1	+24.9	- 4.3
+ 5.5	+ 3.5	+ 2.2	+ 8.6	+10.1	+15.6	+13.3	- 2.6
			Ontario				
175.1	161.7	129.4	137.2	104.3	139.3	146.6	111.4
181.5	184.8	154.7	144.5	118.9	128.6	165.2	118.5
196.8	205.0	156.5	160.3	113.7	130.9	220.9	92.9
195.8	221.0	166.5	170.6	131.4	151.7	195.7	89.2
224.1	236.7	172.9	169.2	137.4	148.0	258.6	89.3
+13.9	+15.5	+10.5	+ 5.6	+20.8	+13.1	+17.1	- 3.9
+ 7.2	+ 9.1	+ 5.3	+ 6.9	+ 7.3	+ 7.3	+14.0	- 8.7

(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
November, 1941	143.8	125.8	157.9	176.8	141.8	131.0	171.1
November, 1942	166.3	150.6	190.4	196.5	142.7	156.7	236.5
November, 1943	181.3	164.5	197.1	210.1	154.7	186.7	260.0
1944							
October	198.5	192.0	199.5	202.7	179.5	204.0	285.0
November	202.1	180.4	227.7	231.6	169.3	198.9	302.8
% Change, November, 1944 ... / November, 1943 ...	+11.5	+ 9.7	+15.5	+10.2	+ 9.4	+ 6.5	+16.5
% Change, Jan.-Nov., 1944 .. / Jan.-Nov., 1943 ..	+11.2	+11.0	+14.1	+ 6.3	+ 8.9	+ 7.8	+12.6
British Columbia							
November, 1941	135.5	112.8	150.0	141.5	139.2	111.0	152.1
November, 1942	162.4	115.8	188.5	163.7	145.6	157.4	209.7
November, 1943	166.6	126.3	192.7	162.8	144.9	175.6	193.8
1944							
October	179.8	160.8	196.8	148.2	161.2	177.1	208.3
November	183.1	144.5	215.6	167.4	155.5	182.2	211.2
% Change, November, 1944 ... / November, 1943 ...	+ 9.9	+14.4	+11.9	+ 2.8	+ 7.3	+ 3.8	+ 9.0
% Change, Jan.-Nov., 1944 .. / Jan.-Nov., 1943 ..	+ 7.4	+13.2	+ 9.8	+ 1.5	+ 5.3	+ 2.9	+ 5.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's[c] Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery	Radio and Electrical
			Prairie Provinces				
177.5	159.7	129.4	126.3	111.1	150.5	142.0	132.6
210.8	188.2	150.8	144.6	148.4	169.3	181.5	142.8
234.1	230.3	167.7	173.2	149.9	182.3	251.1	157.2
246.8	241.3	210.1	204.1	167.0	207.6	253.0	144.0
260.6	258.7	189.9	187.9	172.2	208.3	298.8	142.4
+11.3	+12.3	+13.2	+ 8.5	+14.9	+14.3	+19.0	- 9.4
+12.1	+12.8	+ 8.4	+ 9.7	+14.8	+16.7	+18.2	+ 4.8
			British Columbia				
143.9	138.1	123.0	123.4	120.4	137.9	132.1	123.5
193.3	193.7	163.9	158.4	148.9	177.5	183.1	142.3
190.7	201.6	172.8	191.2	150.5	175.4	226.1	107.8
177.7	223.2	224.9	221.7	181.7	190.7	202.6	116.2
195.9	208.8	200.6	217.9	176.9	214.3	242.0	130.1
+ 2.7	+ 3.6	+16.1	+14.0	+17.5	+22.2	+ 7.0	+20.7
+ 2.9	+ 6.7	+10.0	+14.1	+11.1	+13.8	+ 8.2	- 5.6

(c) Includes men's furnishings.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
November, 1943 and November, 1944
(Based on dollar sales of 19 firms including mail order houses)

	November, 1943	November, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	35,948,491	41,419,525	+15.2
1. Women's dresses, coats and suits	4,403,767	5,228,854	+18.7
2. Girls' and infants' wear	1,597,863	1,848,137	+15.7
3. Hosiery and gloves	1,768,944	1,787,475	+ 1.0
4. Lingerie and corsets	1,567,552	1,671,806	+ 6.7
5. Millinery	408,570	457,704	+12.0
6. Women's and children's apparel-(Total, 1-5)	9,746,696	10,993,976	+12.8
7. Men's and boys' clothing and furnishings	4,834,249	5,376,291	+11.2
8. Drugs and toilet articles and preparations	1,128,490	1,314,920	+16.5
9. Piece goods	2,387,007	2,994,896	+25.5
10. Smallwares	1,536,469	1,765,744	+14.9
11. Food and kindred products	2,316,371	2,684,144	+15.9
12. Furniture (including mattresses and springs)	1,599,944	2,009,905	+25.6
13. Home furnishings	2,265,464	2,490,252	+ 9.9
14. Household appliances and electrical supplies	544,022	614,874	+13.0
15. Hardware and kitchen utensils	905,554	1,045,277	+15.4
16. Radios, musical instruments and supplies	288,476	284,677	- 1.3
17. Shoes and other footwear	2,603,884	3,049,757	+17.1
18. Stationery, books and magazines	912,034	1,083,080	+18.8
19. All other departments, total	4,879,831	5,711,732	+17.0

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Note; "This Bureau is co-operating in the conservation of paper on account of the present critical shortage thereof. If this bulletin is not needed by you, please notify the Dominion Statistician and your name will be removed from our mailing list."

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Monthly Indexes of Retail Sales in Canada, December, 1944
(1935-1939=100)

Retail sales in Canada averaged 8 per cent higher in December, 1944 than in the corresponding month of 1943 and annual sales for the calendar year exceeded those of 1943 by a similar amount according to index numbers based on reports received from a sample number of firms representing 14 different trades dealing chiefly in food, clothing and household requirements. The general index of sales (on the base 1935 - 1939 = 100) stands at 237.8 for December, 190.6 for November and 220.5 for December, 1943.

The general index of sales, when adjusted for differences in the number of business days in different months and also for normal seasonal movements, stands at 173.1 for December compared with 181.9 for November, 174.7 for October and 170.9 for September. The reduction in the seasonally adjusted index between November and December is not an indication of a downward trend in the underlying trend of retail business. In part, it is a reflection of the general levelling off in the seasonal distribution of retail business which has taken place during the war years, with the result that a greater proportion of the annual business is now transacted in the month of November than was the case during the interval over which the seasonal correction factors for retail trade were computed. The less than average normal seasonal increase in sales between November and December of 1944 may also be attributed in part to the earlier Christmas shopping which took place partly in anticipation of stock shortages in the immediate pre-Christmas period and partly due to Christmas purchasing of merchandise to be sent overseas.

December sales for stores specializing in radios or electrical appliances were unchanged from December, 1943. All other trades for which data are available recorded increases, percentage gains ranging from 5 per cent for drug stores to 16 per cent for jewellery stores. Gains for other trades recording increases of 10 per cent or over compared with December, 1943 were 13 per cent for hardware stores and for shoe stores, 11 per cent for family clothing stores and 10 per cent for furniture stores and variety stores.

Although the 8 per cent increase recorded in the comparison of annual sales between 1943 and 1944 is not outstanding, it is significant in that it exceeds the smaller increase of 5 per cent, which took place between 1942 and 1943. It should be noted here that these results reflect only the average experience for the 14 trades included in this survey and they are not necessarily representative of the trend in the level of retail purchasing as a whole having regard to those trades, whose experiences are not reflected in the general index. In particular, the absence of data for the various branches of the automotive trade is a factor which should be considered when interpreting the results shown in this report.

Jewellery store sales averaged 14 per cent higher in 1944 than in 1943. An improvement in the retail hardware business compared with 1943 was also evident throughout 1944, sales for the year under review standing 13 per cent above the previous twelve-month period. This increase is in contrast to the downward trend in hardware store business which had previously been evident, sales for 1943 standing 2 per cent below the 1942 level.

A 10 per cent increase in furniture store sales in 1944 over 1943 followed a decline of 7 per cent in the 1942 to 1943 comparison. Department store sales (including mail order business) also showed substantial improvement with a gain of 10 per cent in dollar volume in 1944 over 1943 compared with an increase of only 1 per cent between 1942 and 1943.

Continued improvement in farmers' purchasing power is reflected in the trend for country general stores. Annual sales for this trade were 9 per cent higher in 1944 than in the preceding year, gains for the various economic areas of the country standing at 12 per cent for the Maritime Provinces, 8 per cent for Quebec, 5 per cent for Ontario, 11 per cent for the Prairie Provinces and 13 per cent for British Columbia. With the exception of stores specializing in radios and household appliances, moderate gains in turnover between 1943 and 1944 were recorded for all other trades whose trends are currently measured. Percentage increases between 1943 and 1944, with corresponding percentage changes for the preceding year in brackets, are as follows: variety stores, 5 per cent (unchanged); food stores, 6 per cent (5 per cent); restaurants, 7 per cent (20 per cent); family clothing stores, 7 per cent (7 per cent); men's clothing stores, 7 per cent (2 per cent); women's clothing stores, 8 per cent (7 per cent); shoe stores, 6 per cent (5 per cent); drug stores, 8 per cent (11 per cent) and furniture stores, 10 per cent (-7 per cent). Notwithstanding the removal of certain Governmental regulations affecting the production and distribution of household appliances, sales of stores specializing in radios and household appliances declined 4 per cent in 1944 below the 1943 level.

Maritime Provinces

Retail sales in the Maritime Provinces as measured by the composite index for the 14 trades for which data are available were 9 per cent higher in 1944 than in 1943, both for the month of December and also in the annual comparison. All 14 trades registered an improvement in their December business while sales for all excepting radio and electrical stores were higher than in 1943 in the annual comparison. Increases in sales between December, 1943 and December, 1944, with annual increases in brackets for the three leading trades as measured by their dollar volume, were as follows: country general stores, 7 per cent (12 per cent); department stores, 8 per cent (12 per cent) and food stores, 9 per cent (9 per cent).

Quebec

Retail sales in Quebec averaged 8 per cent higher in December, 1944 than in 1943 while the increase in the annual totals stands at 7 per cent. Conforming with the results for most other regions of the country, all trades excepting the radio and electrical group recorded increases. Increases for the three leading trades between 1943 and 1944, with annual gains in brackets, were as follows: country general stores, 5 per cent (8 per cent); department stores, 10 per cent (9 per cent); and food stores, 7 per cent (5 per cent).

Ontario

The increase in retail sales in Ontario stood at 7 per cent both in the month of December and also in the annual totals. In the December comparison all

trades, excepting the radio and electrical group, recorded increases, gains ranging from 5 per cent for department stores and restaurants to 16 per cent for shoe stores being recorded. In the annual comparison, sales of radio and electrical shops averaged 8 per cent lower in 1944 than in 1943, while gains for other trades ranged from 4 per cent for variety stores to 14 per cent for jewellery stores. Percentage increases between December of 1943 and 1944 for the three leading trades, with annual averages in brackets, are as follows: country general stores, 4 per cent (5 per cent); department stores, 3 per cent (7 per cent), and food stores, 9 per cent (6 per cent).

Prairie Provinces

The dollar value of retail trading in the Prairie Provinces averaged 7 per cent higher in December, 1944 than in the corresponding month of 1943, while sales for the year were up by 11 per cent. Percentage changes between December, 1943 and 1944 for some of the more important trades, with corresponding averages for the year in brackets, are as follows: country general stores, 8 per cent (11 per cent); department stores, 6 per cent (13 per cent); food stores, 8 per cent (9 per cent); hardware stores, 17 per cent (17 per cent) and drug stores, 8 per cent (9 per cent).

British Columbia

Retail sales in British Columbia averaged 12 per cent higher in December, 1944 than in the same month of the preceding year with all trades for which figures are available recording increases. In the annual comparison, sales averaged 8 per cent higher in 1944 than in 1943 and all trades excepting radio and electrical shops recorded increases. Percentage changes between December, 1943 and 1944 for some of the trades for which figures are available, with the corresponding annual averages in brackets, are as follows: country general stores, 11 per cent (13 per cent); department stores, 9 per cent (10 per cent); variety stores, 9 per cent (3 per cent); food stores, 12 per cent (6 per cent) and drug stores, 13 per cent (14 per cent).

Departmental Analysis of Department Store Sales

Total sales of those departmental firms which reported a breakdown of sales by departments were 7 per cent higher in December, 1944 than in the same month of 1943. Shortages in certain items of women's apparel resulted in hosiery and lingerie departments recording declines of 5 and 10 per cent respectively. Total sales of women's wear were 1 per cent higher, men's clothing sales gained 5 per cent and footwear sales increased 11 per cent over December, 1943. The largest increases between December of the two years were 16 per cent for food departments and 15 per cent in sales of piece goods departments. Hardware departments, with a sales gain of 14 per cent in the month under review, maintained approximately the same margin over 1943 as in the preceding month of November. A 12 per cent increase in furniture sales was more moderate than the 25 per cent advance recorded in November. Increases in other household departments were as follows: 4 per cent for home furnishings, 8 per cent for household appliances and electrical supplies and 3 per cent for radio and music departments.

On Page 12 of this bulletin a summary of department store sales by departments covering the full years 1943 and 1944 is given. Total sales were up 10 per cent in 1944 compared with 1943. An analysis of the results reveals that increases in sales of furniture and piece goods departments, which amounted to 22 and 19 per cent, exceeded those recorded by other departments. Radio and music sales by department stores fell 21 per cent in volume below 1943, while sales of household appliances were only 3 per cent higher between the two years. The margin of increase in other departments was fairly uniform.

Candy Stores and Furriers' Retail Shops

These two trades are not represented in the analysis presented above for Canada and the various regions. Returns submitted by a number of the large retail chain candy store companies indicated that sales were 8 per cent higher in December of this year than last and increased 11 per cent during the twelve-month period of 1944 compared with the full year of 1943. Sales of furriers' retail shops, as reported by a representative group of both chain and independent merchants, were 14 per cent higher in December, 1944 compared with December, 1943 and increased 5 per cent during the year of 1944 over 1943.

Comparison of Retail Sales in Canada, for 1943 and 1944, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in December, 1944 Compared With Sales In			Jan.-Dec., 1944
	December, 1939	December, 1943	November, 1944	Jan.-Dec., 1943
	%	%	%	%
GENERAL INDEX	+51.4	+ 7.8	+24.8	+ 8.1
General Merchandise Group:				
Country General Stores	+59.3	+ 6.6	+18.6	+ 9.1
Department Stores	+34.4	+ 5.7	+12.7	+ 9.9
Variety Stores	+50.5	+10.0	+72.2	+ 5.0
Food Group:				
Food Stores	+58.9	+ 8.3	+21.9	+ 6.3
Restaurants	+80.2	+ 5.3	+ 1.6	+ 7.3
Clothing Group:				
Family Clothing Stores	(a)	+10.5	+26.4	+ 7.2
Men's Clothing Stores	+66.2	+ 6.1	+30.0	+ 6.7
Women's Clothing Stores	+74.2	+ 7.8	+29.2	+ 8.1
Shoe Stores	+68.8	+13.3	+34.1	+ 6.3
Household and Personal Effects Group:				
Drug Stores	+84.3	+ 5.2	+44.0	+ 8.0
Furniture Stores	+ 5.5	+ 9.6	+ 1.3	+ 9.8
Hardware Stores	+52.7	+12.5	+ 5.6	+13.1
Jewellery Stores (b)	+169.3	+15.5	+136.7	+13.5
Radio and Electrical Stores	- 6.8	+ 0.3	+16.0	- 3.5

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
December, 1939 ...	157.1	112.3	123.5	105.6	188.9	116.4	248.1	122.7
December, 1940 ...	174.3	131.0	128.3	113.3	210.2	132.2	280.7	148.3
December, 1941 ...	194.4	144.0	147.4	123.4	239.2	145.8	341.6	176.2
December, 1942 ...	209.3	155.6	166.3	139.4	241.6	146.6	346.6	178.1
December, 1943 ...	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
1944								
January	140.0	167.3	119.5	160.5	109.7	151.3	131.7	212.3
February	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.1	173.0	169.1	163.4	150.5	143.2	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	156.9	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.4	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.0	171.4	199.9	199.1
November	190.6	181.9	165.9	160.2	225.2	194.7	216.9	217.2
December	237.8	173.1	196.7	163.4	253.8	158.4	373.4	184.6

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
December, 1939 ...	129.3	110.9	109.8	105.7	(a)	(a)	178.8	104.0
December, 1940 ...	135.5	128.1	117.8	114.9	(a)	(a)	199.7	125.6
December, 1941 ...	161.6	149.1	138.4	133.2	219.5	142.3	242.9	148.0
December, 1942 ...	178.1	163.7	166.2	159.9	255.4	165.5	263.8	160.7
December, 1943 ...	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
1944								
January	156.5	169.7	180.4	192.2	114.3	173.1	107.7	154.3
February	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.5	172.3	194.8	204.4	233.6	198.1	228.6	187.2
December	205.4	176.8	197.9	191.7	295.3	184.8	297.1	172.8

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
December, 1939 ...	168.0	106.7	143.9	101.3	141.6	111.4	139.5	119.4
December, 1940 ...	193.6	133.0	146.8	110.1	161.9	131.6	165.8	145.3
December, 1941 ...	223.7	148.8	209.3	153.2	182.6	145.5	130.3	110.2
December, 1942 ...	262.0	174.3	212.0	155.2	213.1	168.8	135.8	114.9
December, 1943 ...	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
1944								
January	127.5	182.0	101.3	147.6	168.2	177.0	89.8	139.5
February	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.6	204.8	181.1	191.3	181.3	184.6	145.3	137.8
December	292.7	190.2	242.9	167.2	261.0	205.3	147.2	124.0

Year and Month	Hardware		Jewellery (b)		Radio and Electrical	
	A	B	A	B	A	B
December, 1939 ...	125.6	117.5	356.7	(a)	146.3	108.1
December, 1940 ...	146.2	136.8	405.3	(a)	224.4	165.9
December, 1941 ...	168.1	151.3	411.0	155.6	169.4	127.8
December, 1942 ...	160.2	144.2	440.4	166.8	154.5	116.5
December, 1943 ...	170.5	159.6	522.8	198.0	136.0	102.6
1944						
January	105.6	178.8	141.7	206.5	100.1	124.5
February	109.3	192.9	145.6	200.7	97.3	121.0
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	181.7	181.0	255.1	250.2	117.6	103.0
December	191.8	177.3	603.9	237.8	136.4	107.0

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
December, 1943 and December, 1944
(Based on dollar sales of 18 firms including mail order houses)

	December, 1943	December, 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	43,518,105	46,546,908	+ 7.0
1. Women's dresses, coats and suits	4,278,842	4,616,087	+ 7.9
2. Girls' and infants' wear	1,644,445	1,786,589	+ 8.6
3. Hosiery and gloves	2,447,621	2,325,408	- 5.0
4. Lingerie and corsets	2,204,063	1,980,436	-10.1
5. Millinery	344,785	363,162	+ 5.3
6. Women's and children's apparel-(Total, 1-5)	10,919,756	11,071,682	+ 1.4
7. Men's and boys' clothing and furnishings	5,756,200	6,029,836	+ 4.8
8. Drugs and toilet articles and preparations	2,090,418	2,359,653	+12.9
9. Piece goods	2,355,204	2,718,559	+15.4
10. Smallwares	2,144,131	2,330,314	+ 8.7
11. Food and kindred products	2,995,596	3,466,411	+15.7
12. Furniture (including mattresses and springs)	1,502,133	1,685,932	+12.2
13. Home furnishings	2,487,907	2,580,478	+ 3.7
14. Household appliances and electrical supplies	611,474	657,107	+ 7.5
15. Hardware and kitchen utensils	938,855	1,072,951	+14.3
16. Radios, musical instruments and supplies	339,984	351,074	+ 3.3
17. Shoes and other footwear	2,746,043	3,054,924	+11.2
18. Stationery, books and magazines	1,726,880	1,920,842	+11.2
19. All other departments, total	6,903,524	7,247,145	+ 5.0

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Maritime Provinces				
December, 1941	232.1	146.5	276.7	453.3	177.6	184.0	237.6
December, 1942	250.0	172.3	261.6	449.8	193.7	230.5	306.4
December, 1943	271.8	202.8	267.1	435.7	215.7	239.4	348.3
1944							
November	229.2	172.8	283.0	292.1	198.2	238.1	272.3
December	296.7	217.6	287.9	478.6	235.3	256.2	381.9
% Change,							
December, 1944 ...	+ 9.2	+ 7.3	+ 7.8	+ 9.8	+ 9.1	+ 7.0	+ 9.6
December, 1943 ...							
% Change,							
Jan.-Dec., 1944 ..	+ 9.3	+11.5	+12.2	+ 5.3	+ 9.4	+ 3.1	+10.3
Jan.-Dec., 1943 ..							
			Quebec				
December, 1941	190.2	160.5	251.7	332.2	158.2	137.6	230.6
December, 1942	206.5	169.8	264.2	349.9	182.6	153.4	256.9
December, 1943	215.4	184.2	259.7	341.6	193.3	171.6	260.8
1944							
November	182.9	167.5	233.3	228.4	162.3	183.8	231.6
December	232.9	194.0	286.2	385.8	206.0	187.5	290.7
% Change,							
December, 1944 ...	+ 8.1	+ 5.3	+10.2	+12.9	+ 6.6	+ 9.3	+11.5
December, 1943 ...							
% Change,							
Jan.-Dec., 1944 ..	+ 6.5	+ 8.1	+ 9.4	+ 6.1	+ 4.7	+ 7.6	+ 5.7
Jan.-Dec., 1943 ..							
			Ontario				
December, 1941	202.7	140.4	249.0	334.1	167.6	136.0	209.8
December, 1942	208.8	153.2	235.5	330.2	178.2	160.0	226.1
December, 1943	217.0	163.9	230.2	321.1	190.2	186.7	238.8
1944							
November	183.7	144.2	213.5	200.8	168.7	196.5	198.5
December	232.0	169.8	236.0	353.3	207.2	192.1	254.3
% Change,							
December, 1944 ...	+ 6.9	+ 3.6	+ 2.5	+10.0	+ 8.9	+ 2.9	+ 6.5
December, 1943 ...							
% Change,							
Jan.-Dec., 1944 ..	+ 6.5	+ 4.7	+ 7.3	+ 4.2	+ 6.1	+ 9.0	+ 4.8
Jan.-Dec., 1943 ..							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing [c]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery [b]	Radio and Electrical
			Maritime Provinces				
327.7	259.6	246.2	226.4	191.8	178.2	621.3	251.7
378.2	329.1	265.2	276.3	185.3	180.5	664.8	220.3
411.8	337.2	265.8	327.5	204.3	209.4	825.0	170.9
291.3	293.0	213.5	221.3	191.8	200.5	381.0	146.1
447.4	376.1	329.4	348.8	235.3	218.8	931.8	196.0
+ 8.6	+11.5	+23.9	+ 6.5	+15.2	+ 4.5	+12.9	+14.7
+ 5.2	+10.7	+ 6.9	+ 8.0	+13.5	+16.3	+ 7.9	- 3.6
			Quebec				
225.3	223.6	213.9	163.7	117.0	148.5	370.1	175.2
230.3	244.4	206.7	183.9	124.5	137.2	377.2	162.6
247.0	246.2	208.5	218.4	126.4	143.2	412.6	168.8
215.0	185.0	171.2	174.8	133.0	192.1	193.9	143.3
264.3	260.2	221.5	222.3	137.1	158.7	491.4	163.8
+ 7.0	+ 5.7	+ 6.2	+ 1.8	+ 8.5	+10.8	+19.1	- 3.0
+ 5.7	+ 3.7	+ 2.8	+ 7.7	+10.0	+15.4	+14.1	- 2.0
			Ontario				
254.7	235.4	219.0	181.5	131.4	167.7	413.5	167.9
271.9	274.6	211.6	206.0	131.3	148.2	437.5	143.9
282.0	287.5	208.9	235.8	118.0	149.9	516.7	115.4
222.9	237.4	175.8	169.7	133.9	148.4	258.4	90.5
303.0	313.4	241.8	243.9	127.1	163.0	596.2	110.0
+ 7.4	+ 9.0	+15.7	+ 3.4	+ 7.7	+ 8.7	+15.4	- 4.7
+ 7.2	+ 9.1	+ 6.6	+ 6.5	+ 7.1	+ 7.5	+14.3	- 8.1

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
December, 1941	177.2	146.2	217.1	332.6	144.7	137.0	190.3
December, 1942	199.4	173.9	228.5	351.5	163.4	168.5	258.0
December, 1943	215.3	194.2	231.3	365.1	176.0	192.1	277.6
1944							
November	202.3	180.4	227.6	231.4	169.2	198.9	302.0
December	230.5	209.4	244.0	382.7	190.7	200.6	321.4
% Change, December, 1944 ... / December, 1943 ...	+ 7.1	+ 7.8	+ 5.5	+ 4.8	+ 8.4	+ 4.4	+15.8
% Change, Jan.-Dec., 1944 .. / Jan.-Dec., 1943 ..	+10.7	+10.6	+13.0	+ 6.0	+ 8.9	+ 7.5	+13.0
British Columbia							
December, 1941	181.1	134.8	222.7	301.8	150.5	126.6	249.0
December, 1942	210.5	147.3	253.9	307.1	165.7	175.6	311.6
December, 1943	216.4	166.7	254.9	290.7	164.7	189.3	298.9
1944							
November	182.7	144.0	214.5	167.4	155.8	180.1	211.2
December.....	241.3	184.9	277.1	317.5	184.9	204.0	336.6
% Change, December, 1944 ... / December, 1943 ...	+11.5	+10.9	+ 8.7	+ 9.2	+12.3	+ 7.8	+12.6
% Change, Jan.-Dec., 1944 .. / Jan.-Dec., 1943 ..	+ 7.8	+12.9	+ 9.6	+ 2.8	+ 5.9	+ 3.2	+ 6.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing [c]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery [b]	Radio and Electrical
			Prairie Provinces				
200.2	192.6	145.2	188.8	124.1	182.4	395.9	151.1
236.1	234.8	164.2	225.3	138.6	183.7	433.3	162.3
267.9	257.3	186.4	262.1	151.9	207.4	576.6	141.6
262.2	259.9	192.0	188.1	172.2	209.7	296.6	148.2
257.7	267.4	200.3	281.7	160.7	242.0	650.6	140.8
- 3.8	+ 3.9	+ 7.5	+ 7.5	+ 5.8	+16.7	+12.8	- 0.6
+10.1	+11.8	+ 8.4	+ 9.4	+13.8	+16.8	+16.9	+ 4.7
			British Columbia				
221.5	195.0	174.4	182.0	135.9	180.3	371.2	154.8
260.2	259.6	232.7	242.8	158.7	205.9	458.2	146.2
268.3	255.8	245.1	292.7	165.6	214.6	527.5	135.6
193.2	209.5	200.6	216.9	181.1	215.5	241.1	127.9
289.0	281.1	283.2	331.7	193.4	267.6	613.9	164.0
+ 7.7	+ 9.9	+15.5	+13.3	+16.8	+24.7	+16.4	+20.9
+ 3.4	+ 7.1	+10.6	+13.9	+11.9	+15.0	+ 9.9	- 3.3

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-December, 1943 and January-to-December, 1944

	Jan.-to-Dec., 1943	Jan.-to-Dec., 1944	% Change, 1944/1943
	$	$	
TOTAL SALES, ALL DEPARTMENTS	328,043,957	361,257,280	+10.1
1. Women's dresses, coats and suits	37,853,379	42,045,547	+11.1
2. Girls' and infants' wear	13,608,427	15,750,955	+15.7
3. Hosiery and gloves	14,828,308	15,110,502	+ 1.9
4. Lingerie and corsets	14,884,369	16,151,202	+ 8.5
5. Millinery	3,964,270	4,208,512	+ 6.2
6. Women's and children's apparel-(Total, 1-5) .	85,138,753	93,266,718	+ 9.5
7. Men's and boys' clothing and furnishings	38,765,155	42,425,889	+ 9.4
8. Drugs and toilet articles and preparations ..	10,533,894	11,681,185	+10.9
9. Piece goods	24,167,166	28,685,567	+18.7
10. Smallwares	12,477,786	13,748,356	+10.2
11. Food and kindred products	27,488,463	30,038,772	+ 9.3
12. Furniture (including mattresses and springs).	16,793,052	20,403,792	+21.5
13. Home furnishings	22,908,594	24,300,270	+ 6.1
14. Household appliances and electrical supplies.	6,145,859	6,305,609	+ 2.6
15. Hardware and kitchen utensils	11,207,570	12,634,177	+12.7
16. Radios, musical instruments and supplies	3,268,637	2,569,055	-21.4
17. Shoes and other footwear	23,663,942	25,828,825	+ 9.1
18. Stationery, books and magazines	6,620,685	7,400,380	+11.8
19. All other departments, total	38,864,401	41,968,685	+ 8.0

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Monthly Indexes of Retail Sales in Canada, January, 1945
(1935-1939 = 100)

January retail sales, while declining by 40 per cent from the high seasonal peak reached in December, averaged 7 per cent higher in dollar volume than in January a year ago according to index numbers based on reports received from a sample number of firms representing 14 different trades dealing chiefly in food, clothing and household requirements. The general index of sales (on the base, 1935-1939 = 100) stands at 143.1 for January, 237.4 for December and at 134.0 for January, 1944.

The 7 per cent increase in sales between January of this year and last is a continuation of the gains recorded in the corresponding-month comparisons for 1944 and 1943. It is about on a par with the 8 per cent gain recorded in the comparison between the annual totals for the two years.

Stores which formerly specialized in the sale of radios and household appliances and which are classified as radio and electrical stores continue to record lower sales. Such stores transacted 3 per cent less business in January of this year compared with last.

The marked upward trend which has characterized the restaurant trade in recent years has apparently been halted. Restaurant receipts were 20 per cent higher in 1943 than in 1942. The average increase in 1944 over 1943 was reduced to 7 per cent while receipts in January, 1945 were unchanged from January a year ago.

In the shoe retailing field, moderate increases in the extreme eastern and western parts of the country were offset by decreases in Ontario and the Prairie Provinces resulting in a 4 per cent decrease in dollar sales between January of this year and last for the country as a whole.

All other trades for which separate indexes are compiled registered gains in January compared with the same month last year. Hardware store sales continue to register improvement with a gain of 14 per cent. Department store sales averaged 12 per cent higher in January of this year than last, all provinces excepting British Columbia recording substantial increases. Department store sales in British Columbia were practically unchanged from a year ago.

Men's specialty clothing store sales were up 11 per cent; family clothing stores gained 9 per cent and furniture store sales were up by a similar percentage. Seven per cent increases were recorded for variety stores, food stores and women's clothing stores. Increases of six per cent or less were recorded for country general stores, drug stores and jewellery stores.

Indexes of sales are not computed for candy shops or for retail furriers. Sales figures reported by a group of candy stores consisting chiefly of the chain companies operating in this field indicate a gain of 5 per cent over January last year. A sample number of returns from retail furriers reveal a 21 per cent increase in sales for this trade.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 7 per cent higher in January of this year compared with last. With the exception of the furniture trade all lines of business for which separate figures are available registered increases. Furniture store sales were down 5 per cent from January a year ago. Increases for the other trades ranged from 2 per cent for food stores to 16 per cent for variety stores.

Quebec

Quebec sales averaged 6 per cent higher in January of this year over last. Radio and electrical shops registered a decline of 9 per cent and women's specialty shops were down by 1 per cent. All other trades registered increases ranging from 1 per cent for shoe stores to 23 per cent for hardware stores.

Ontario

Ontario sales averaged 7 per cent higher in January of this year compared with last. Three trades registered declines while the remaining 11 trades for which separate figures are compiled registered increases. The decreases were 2 per cent for restaurants and 11 per cent for shoe stores and radio and electrical shops. Increases for the other trades ranged from 3 per cent for drug stores to 16 per cent for department stores.

Prairie Provinces

The gain in retail trading in the Prairie Provinces in January of this year compared with last was similar to the increase for the country as a whole, namely 7 per cent. Shoe store sales were down 5 per cent while sales for all other trades for which figures are available were either unchanged from last year or were higher. Restaurant receipts and jewellery store sales were practically unchanged from January, 1944 while increases ranging as high as 14 per cent for furniture stores were recorded for the other lines of business.

British Columbia

A 7 per cent gain in sales over January, 1944 was also recorded for British Columbia. Restaurant receipts were down by 3 per cent, men's clothing store sales were unchanged from last year while increases ranging as high as 33 per cent for hardware stores were registered for the other trades. The increase in hardware store business was general, most of the firms reporting to this monthly survey indicating an increase in business.

Departmental Analysis of Department Store Sales

An analysis of sales by departments, for which information was provided by 17 departmental firms, revealed that there was an increase of 11 per cent in January this year over last for all departments combined. Increases occurred in sales of all departments with the exception of the radio and music department which recorded a 1

per cent decline in sales. Only four departments, piece goods, footwear, men's wear and food, reported sales increases exceeding that for the "all departments" figure. The largest of these was an 18 per cent increase in sales of piece goods departments. Home furnishings departments reported sales only 4 per cent greater in January this year than last. Increases for other departments ranged from 8 to 10 per cent.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in January, 1945 Compared With Sales In		
	January, 1941	January, 1944	December, 1944
	%	%	%
GENERAL INDEX	+42.1	+ 6.8	-39.7
General Merchandise Group:			
Country General Stores	+50.7	+ 5.8	-35.6
Department Stores	+32.3	+12.3	-51.5
Variety Stores	+45.4	+ 7.0	-62.2
Food Group:			
Food Stores	+41.2	+ 6.5	-18.6
Restaurants	+75.3	+ 0.1	- 8.2
Clothing Group:			
Family Clothing Stores	+51.6	+ 8.9	-57.5
Men's Clothing Stores	+29.3	+10.6	-59.8
Women's Clothing Stores	+54.5	+ 7.2	-53.4
Shoe Stores	+31.2	- 4.1	-60.4
Household and Personal Effects Group:			
Drug Stores	+48.9	+ 4.5	-32.7
Furniture Stores	+17.5	+ 9.0	-34.4
Hardware Stores	+50.2	+14.1	-37.3
Jewellery Stores (b)	+59.8	+ 5.4	-75.3
Radio and Electrical Stores	-13.2	- 3.3	-28.7

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
January, 1939	79.3	100.3	73.1	99.5	71.0	98.4	68.7	111.2
January, 1941	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1942	125.9	146.9	101.2	127.4	115.2	151.1	129.8	191.4
January, 1943	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1944	134.0	167.3	119.5	160.5	109.7	151.3	131.7	212.3
1944								
February	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.1	173.0	169.1	163.4	150.5	143.4	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	157.0	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.3	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.0	171.3	199.9	199.1
November	190.6	181.9	165.9	160.2	225.3	194.7	217.0	217.2
December	237.4	172.8	196.3	163.1	253.9	158.4	372.3	184.1
1945								
January	143.1	175.1	126.4	165.2	123.2	164.0	140.9	223.5

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing(c)	
	A	B	A	B	A	B	A	B
January, 1939	93.2	101.1	89.5	95.7	(a)	(a)	69.8	96.4
January, 1941	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1942	150.4	146.4	126.3	131.7	106.1	147.4	113.9	149.4
January, 1943	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1944	156.5	169.7	180.4	192.2	114.3	173.1	107.7	154.3
1944								
February	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.5	172.3	194.8	204.4	233.6	198.1	228.6	187.2
December	204.6	176.2	196.8	190.6	292.9	183.3	296.6	172.5
1945								
January	166.6	176.3	180.6	190.0	124.5	185.1	119.1	167.9

(a) Not available.

(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1939	67.9	97.7	63.2	87.5	96.3	104.4	60.8	94.5
January, 1941	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1942	115.1	150.9	106.4	141.3	136.5	140.5	90.8	133.1
January, 1943	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1944	127.5	182.0	101.3	147.6	168.2	177.0	89.8	139.5
1944								
February	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.6	204.8	181.1	191.3	181.3	184.6	145.3	137.8
December	293.3	190.6	245.2	168.8	261.2	205.5	149.2	125.7
1945								
January	136.7	191.3	97.1	140.4	175.7	186.7	97.9	148.5

Year and Month	Hardware		Jewellery (b)		Radio and Electrical	
	A	B	A	B	A	B
January, 1939	63.4	107.8	71.1	(a)	77.7	100.3
January, 1941	80.2	131.1	93.5	131.0	111.5	133.4
January, 1942	107.7	176.1	115.2	161.4	126.1	150.8
January, 1943	95.0	158.4	120.3	175.3	112.2	139.6
January, 1944	105.6	178.8	141.7	206.5	100.1	124.5
1944						
February	109.3	192.9	145.6	200.7	97.3	121.0
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	181.7	181.0	255.1	250.2	117.6	103.0
December	192.3	177.8	605.9	238.6	135.8	106.6
1945						
January	120.5	200.9	149.4	209.4	96.8	115.8

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
January, 1942	139.5	104.7	122.6	150.1	158.1	170.9	131.1
January, 1943	148.1	122.9	116.0	143.7	167.6	206.4	131.3
January, 1944	161.9	141.3	117.5	152.4	187.3	216.8	133.9
1944							
December	295.2	217.6	286.7	472.7	232.8	254.3	376.6
1945							
January	172.7	151.9	134.4	176.4	191.7	224.2	149.2
% Change,							
January, 1945 ...	+ 6.7	+ 7.5	+14.4	+15.7	+ 2.3	+ 3.4	+11.4
January, 1944 ...							
Quebec							
January, 1942	124.3	104.1	120.0	139.6	147.1	125.8	100.6
January, 1943	133.4	110.8	115.5	151.3	162.1	145.7	113.8
January, 1944	132.5	119.2	105.5	156.4	160.2	164.0	105.1
1944							
December	232.2	193.6	286.1	386.0	204.8	187.5	283.2
1945							
January	140.8	123.0	119.8	160.4	169.3	171.3	115.5
% Change,							
January, 1945 ...	+ 6.3	+ 3.2	+13.6	+ 2.6	+ 5.7	+ 4.5	+ 9.9
January, 1944 ...							
Ontario							
January, 1942	131.1	106.6	116.4	125.0	157.9	125.8	104.0
January, 1943	128.7	111.3	102.9	121.4	158.0	152.0	111.5
January, 1944	129.8	116.4	101.2	118.8	154.5	185.3	108.9
1944							
December	232.4	170.0	236.3	352.1	207.0	191.7	258.0
1945							
January	139.2	121.6	117.5	129.1	166.2	182.2	119.6
% Change,							
January, 1945 ...	+ 7.2	+ 4.5	+16.1	+ 8.7	+ 7.6	- 1.7	+ 9.8
January, 1944 ...							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing[c]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery[b]	Radio and Electrical
			Maritime Provinces				
162.0	146.6	112.4	148.5	104.0	105.3	178.4	148.3
179.6	163.6	113.8	171.9	109.5	99.7	218.1	135.2
180.2	163.4	115.2	196.1	137.0	126.2	258.7	110.5
448.5	386.5	330.1	347.5	231.6	220.3	940.3	187.1
202.4	185.5	129.1	201.4	130.8	136.1	275.2	117.4
+12.3	+13.5	+12.1	+ 2.7	- 4.5	+ 7.8	+ 6.4	+ 6.2
			Quebec				
99.9	98.7	85.0	137.2	77.5	95.5	97.9	111.6
95.9	111.8	82.3	158.9	77.7	85.8	100.3	114.3
86.9	102.8	71.4	171.6	69.4	93.3	105.5	107.9
261.7	255.9	226.9	224.1	137.4	161.4	499.8	164.3
96.0	101.5	72.4	180.8	78.7	114.8	116.0	98.7
+10.5	- 1.3	+ 1.4	+ 5.4	+13.4	+23.0	+10.0	- 8.5
			Ontario				
117.3	121.7	110.8	135.9	94.1	115.4	114.0	126.9
100.1	134.2	96.3	147.5	90.7	92.3	113.4	100.9
99.9	133.6	103.6	158.4	85.5	93.2	133.6	82.3
303.9	313.4	242.1	244.5	131.6	164.7	596.9	110.3
113.6	147.8	91.8	162.7	89.3	104.2	141.2	73.4
+13.7	+10.6	-11.4	+ 2.7	+ 4.4	+11.8	+ 5.7	-10.8

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
January, 1942 ...	113.4	94.2	108.5	124.6	132.2	120.7	102.0
January, 1943	115.2	103.2	103.8	112.8	127.7	145.6	117.9
January, 1944	130.6	113.7	114.3	130.9	142.2	173.5	131.2
1944							
December	229.6	207.3	244.2	382.7	189.8	200.0	315.4
1945							
January	139.5	121.3	127.9	138.7	150.2	173.6	137.8
% Change,							
January, 1945 ...	+ 6.8	+ 6.7	+11.9	+ 6.0	+ 5.6	+ 0.1	+ 5.0
January, 1944 ...							
			British Columbia				
January, 1942	124.2	102.6	117.5	111.1	142.4	115.4	116.7
January, 1943	129.8	106.6	119.2	103.0	137.3	162.1	133.7
January, 1944	137.4	114.4	126.7	107.0	142.4	186.3	121.5
1944							
December	240.9	188.7	277.0	317.5	184.5	197.6	341.2
1945							
January	146.5	125.5	127.9	110.7	157.2	181.5	128.0
% Change,							
January, 1945 ...	+ 6.6	+ 9.7	+ 0.9	+ 3.5	+10.4	- 2.6	+ 5.3
January, 1944 ...							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's[c] Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery[b]	Radio and Electrical
			Prairie Provinces				
103.5	108.8	116.7	134.3	94.1	108.0	125.8	132.6
105.1	109.7	105.9	144.7	102.1	103.4	127.5	120.9
124.6	124.4	124.8	170.3	121.1	129.9	168.5	145.6
255.3	275.4	197.4	281.5	160.2	240.3	648.8	141.1
133.7	134.5	118.1	179.8	138.4	139.1	170.3	155.9
+ 7.3	+ 8.1	- 5.4	+ 5.6	+14.3	+ 7.1	+ 1.1	+ 7.1
			British Columbia				
110.2	123.6	135.9	133.6	114.7	108.4	103.5	134.4
118.8	138.6	116.8	159.6	126.8	108.8	120.6	136.0
120.9	156.0	148.8	189.8	120.2	114.3	145.4	96.5
288.8	282.4	292.5	328.5	198.3	261.6	607.3	159.9
120.7	162.6	155.4	209.6	144.4	151.8	149.6	108.0
- 0.2	+ 4.2	+ 4.4	+10.4	+20.1	+32.8	+ 2.9	+11.9

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
January, 1944 and January, 1945
(Based on dollar sales of 17 firms including mail order houses)

	January, 1944	January, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	18,953,214	20,949,802	+10.5
1. Women's dresses, coats and suits	1,998,161	2,254,364	+12.8
2. Girls' and infants' wear	635,371	684,555	+ 7.7
3. Hosiery and gloves	788,093	819,396	+ 4.0
4. Lingerie and corsets	948,575	944,253	- 0.5
5. Millinery	161,187	179,874	+11.6
6. Women's and children's apparel-(Total, 1-5).	4,531,387	4,882,442	+ 7.7
7. Men's and boys' clothing and furnishings	1,825,210	2,089,911	+14.5
8. Drugs and toilet articles and preparations	704,872	761,323	+ 8.0
9. Piece goods	1,799,705	2,115,306	+17.5
10. Smallwares	788,959	868,765	+10.1
11. Food and kindred products	2,081,703	2,331,964	+12.0
12. Furniture (including mattresses and springs)	1,172,438	1,274,348	+ 8.7
13. Home furnishings	1,252,387	1,308,054	+ 4.4
14. Household appliances and electrical supplies	337,773	368,490	+ 9.1
15. Hardware and kitchen utensils	612,138	681,425	+11.3
16. Radios, musical instruments and supplies	197,920	195,742	- 1.1
17. Shoes and other footwear	1,104,993	1,283,948	+16.2
18. Stationery, books and magazines	390,746	429,842	+10.0
19. All other departments, total	2,152,983	2,358,242	+ 9.5

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Monthly Indexes of Retail Sales in Canada, February, 1945
(1935-1939 = 100)

February retail sales averaged 3 per cent higher than in January and were 6 per cent higher than in February a year ago according to index numbers of sales based on reports received from a sample number of firms representing 14 different trades dealing chiefly in food, clothing and household requirements. The general sales index (on the base, 1935-1939 = 100) stands at 146.8 for February, 143.1 for January and at 139.0 for February a year ago.

There was one more business day in February of last year than this. On the other hand, the early date of Easter this year resulted in the transaction in February of a certain amount of pre-Easter business. This is apparent in the results for stores specializing in the sale of wearing apparel and shoes. Women's specialty shops transacted 12 per cent more business in February of this year than last. Family clothing store sales gained 9 per cent, men's clothing store sales were up 8 per cent while stores specializing in the sale of shoes were up by 6 per cent. On making adjustments for differences in the numbers of business days and for normal seasonal changes the seasonally adjusted general index stands at 185.7 for February compared with 175.0 for January and 169.6 for February, 1944.

Department store sales averaged 11 per cent higher in February of this year compared with last, furniture store sales were up 10 per cent while hardware store sales gained 9 per cent. A substantial gain of 16 per cent was recorded for jewellery stores.

Sales for stores specializing in the sale of radios and household appliances were 3 per cent lower in February this year than last; restaurant receipts were on a par with February a year ago; increases for other trades for which indexes are computed were 3 per cent for country general stores, 7 per cent for variety stores, 3 per cent for drug stores and 4 per cent for food stores.

Sales indexes are not computed for candy shops or for retail furriers. Sales figures reported by a group of candy stores consisting chiefly of the chain companies operating in this field indicate a gain of 6 per cent in February of this year over last. A sample number of returns from retail furriers reveal a marked increase of 27 per cent over February a year ago.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 6 per cent higher in February of this year compared with last. All 14 trades for which figures are available registered increases, these ranging from a gain of 3 per cent for hardware stores to an increase of 22 per cent for radio and electrical stores. The increases for de-

partment stores, variety stores, food stores and drug stores were all similar at 5 per cent.

Quebec

Retail sales in Quebec Province averaged 5 per cent higher in February this year compared with last while sales for the first two months of the current year averaged 6 per cent above the corresponding period of 1944. February sales for stores specializing in radio and household appliances were down 5 per cent from February last year. All other trades for which figures are available registered increases which ranged from 1 per cent for country general stores to 23 per cent for jewellery stores.

Ontario

Ontario sales averaged 6 per cent higher in February of this year compared with last while figures for the first two months of the current year stand 7 per cent above the corresponding period of 1944. Restaurant receipts were 4 per cent lower in February of this year compared with last and a decrease of 6 per cent was recorded by stores dealing chiefly in radios and household appliances. The other 12 trades for which figures are compiled recorded gains ranging from 1 per cent for shoe stores to 18 per cent for jewellery stores.

Prairie Provinces

Retail trading in the Prairie Provinces during February, 1945 was maintained at a level about 4 per cent higher than in the corresponding month of 1944. Restaurant receipts were down by 3 per cent while increases ranging from 1 per cent for food stores and drug stores to 12 per cent for hardware stores were recorded for other trades included in this survey. Cumulative figures for the first two months of the current year indicate an average increase of 5 per cent over the first two months of 1944.

British Columbia

The increase in retail trading in British Columbia was slightly greater than those recorded for other regions, the general index for February standing 7 per cent above last year. Restaurant receipts were off by 3 per cent and radio and household appliance store sales were down by 2 per cent. With these exceptions, all other trades for which indexes are compiled recorded increases ranging as high as 22 per cent for stores specializing in men's wear. The average increase for the first two months of the year also stood at 7 per cent.

Departmental Analysis of Department Store Sales

According to reports submitted by 19 firms giving a breakdown of sales by departments, total sales increased 12 per cent in February this year over last. Although sales of piece goods departments reported the largest increase (a gain of 22 per cent over February of last year) the outstanding feature in the February results was a 20 per cent advance in sales of home furnishings. This increase follows a minor increase of 4 per cent recorded by that department in the January comparison. Hardware sales gained 16 per cent in February while increases among other durable goods departments were 14 per cent for furniture and 9 per cent for household appliances and electrical supplies. A 2 per cent decline in sales of radio and music departments was recorded. Results for apparel departments revealed increases of 14 per cent for footwear, 12 per cent for women's and children's wear and 8 per cent for men's wear.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Feb., 1945 Compared With Sales In			Jan.-Feb., 1945	Jan.-Feb., 1945
	Feb. 1941	Feb. 1944	Jan. 1945	Jan.-Feb., 1941	Jan.-Feb., 1944
	%	%	%	%	%
GENERAL INDEX	+47.1	+ 5.6	+ 2.6	+44.6	+ 6.2
General Merchandise Group:					
Country General Stores	+55.4	+ 3.0	+ 0.5	+53.4	+ 4.6
Department Stores	+43.8	+11.4	+11.2	+37.8	+11.5
Variety Stores	+45.3	+ 6.6	+ 7.3	+45.2	+ 6.7
Food Group:					
Food Stores	+43.2	+ 3.5	+ 0.7	+42.2	+ 4.9
Restaurants	+72.8	- 0.6	- 5.2	+73.7	- 0.5
Clothing Group:					
Family Clothing Stores	+68.8	+ 8.9	+ 4.3	+59.7	+ 8.8
Men's Clothing Stores	+47.4	+ 7.9	+ 2.2	+37.4	+ 8.9
Women's Clothing Stores	+71.9	+11.8	+ 1.8	+62.8	+ 9.4
Shoe Stores	+66.1	+ 6.4	+ 8.5	+49.2	+ 2.3
Household and Personal Effects Group:					
Drug Stores	+48.9	+ 2.8	- 5.1	+49.2	+ 3.9
Furniture Stores	+ 4.0	+10.0	+12.4	+10.8	+10.4
Hardware Stores	+55.8	+ 9.1	- 0.6	+52.6	+11.3
Jewellery Stores (b)	+81.8	+16.1	+13.7	+70.4	+10.6
Radio and Electrical Stores	-12.2	- 2.8	- 4.6	-11.6	- 1.8

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
February, 1939	77.9	99.2	70.8	97.6	71.0	94.4	69.7	103.2
February, 1941	99.8	126.4	82.1	110.8	94.8	126.1	103.8	153.6
February, 1942	118.0	148.9	95.1	128.5	107.4	142.8	129.0	190.9
February, 1943	129.4	164.0	110.2	149.1	116.2	154.5	139.1	206.0
February, 1944	139.0	169.6	123.9	162.1	122.4	156.3	141.5	203.6
1944								
March	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.1	173.0	169.1	163.4	150.5	143.4	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	157.0	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.3	172.4	184.4
September	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.0	171.3	199.9	199.1
November	190.6	181.9	165.9	160.2	225.3	194.7	217.0	217.2
December	237.4	172.8	196.3	163.1	253.9	158.4	372.3	184.1
1945								
January	143.1	175.0	127.0	166.0	122.6	163.3	140.6	223.0
February	146.8	185.7	127.6	172.4	136.3	181.2	150.8	223.3

Year and Month	Food		Restaurants		Family Clothing		Men's Clothing (c)	
	A	B	A	B	A	B	A	B
February, 1939	95.4	103.9	82.1	93.0	(a)	(a)	56.7	96.0
February, 1941	117.0	127.3	98.6	111.6	76.8	118.7	82.0	138.8
February, 1942	141.6	154.2	118.4	134.0	92.6	145.1	104.8	165.8
February, 1943	148.3	161.4	149.1	168.9	116.0	179.2	111.7	177.7
February, 1944	161.9	171.3	171.5	187.5	119.0	178.2	112.0	173.2
1944								
March	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.5	172.3	194.8	204.4	233.6	198.1	228.6	187.2
December	204.6	176.2	196.8	190.6	292.9	183.3	296.6	172.5
1945								
January	166.5	176.2	179.7	189.1	124.2	184.7	118.3	166.8
February	167.6	182.5	170.4	193.0	129.6	200.2	120.9	192.4

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
February, 1939	56.4	97.0	46.7	78.9	95.0	105.4	75.1	96.3
February, 1941	80.9	139.1	64.9	109.8	112.5	124.8	107.7	138.0
February, 1942	97.0	154.3	86.8	146.7	130.4	144.6	107.0	137.1
February, 1943	127.0	202.0	126.3	213.5	148.8	165.1	94.2	120.8
February, 1944	124.4	191.5	101.3	167.7	163.0	175.1	101.8	125.7
1944								
March	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.6	204.8	181.1	191.3	181.3	184.6	145.3	137.8
December	293.3	190.6	245.2	168.8	261.2	205.5	149.2	125.7
1945								
January	136.6	191.1	99.4	143.7	176.5	187.5	99.6	151.1
February	139.1	221.4	107.8	182.3	167.5	185.8	112.0	143.5

Year and Month	Hardware		Jewellery(b)		Radio and Electrical	
	A	B	A	B	A	B
February, 1939	56.0	102.6	53.3	(a)	71.0	95.5
February, 1941	76.5	140.2	93.0	133.5	107.7	139.6
February, 1942	95.1	174.2	109.3	156.9	115.9	150.1
February, 1943	97.7	178.9	128.4	184.3	103.1	133.5
February, 1944	109.3	192.9	145.6	200.7	97.3	121.0
1944						
March	129.4	177.8	163.7	206.1	105.3	119.9
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	181.7	181.0	255.1	250.2	117.6	103.0
December	192.3	177.8	605.9	238.6	135.8	106.6
1945						
January	119.9	199.8	148.7	208.3	99.2	118.6
February	119.2	218.4	169.1	242.7	94.6	122.6

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
February, 1942	134.6	105.4	117.8	163.0	151.9	167.5	96.5
February, 1943	147.7	124.6	123.2	158.0	162.8	206.2	127.1
February, 1944	164.0	148.4	132.8	172.4	182.4	215.9	151.4
1945							
January	173.0	153.4	132.3	176.4	193.1	219.6	148.4
February	173.9	157.6	139.9	181.5	191.6	225.3	158.3
% Change,							
February, 1945 ...	+ 6.0	+ 6.2	+ 5.3	+ 5.3	+ 5.0	+ 4.4	+ 4.6
February, 1944 ...							
% Change,							
Jan.-Feb., 1945 ..	+ 6.4	+ 7.4	+ 8.7	+10.2	+ 4.1	+ 2.8	+ 7.5
Jan.-Feb., 1944 ..							
Quebec							
February, 1942	121.1	99.1	111.0	136.2	144.5	117.7	97.9
February, 1943	132.7	112.0	120.2	157.7	157.8	140.7	114.5
February, 1944	140.5	124.7	126.5	153.5	168.8	156.7	118.7
1945							
January	141.2	123.7	120.2	160.4	169.8	171.8	116.2
February	148.0	125.9	142.1	169.2	173.4	166.9	130.0
% Change,							
February, 1945 ...	+ 5.3	+ 1.0	+12.3	+10.2	+ 2.7	+ 6.5	+ 9.5
February, 1944 ...							
% Change,							
Jan.-Feb., 1945 ..	+ 5.9	+ 2.3	+13.1	+ 6.4	+ 4.3	+ 5.6	+10.0
Jan.-Feb., 1944 ..							
Ontario							
February, 1942	120.5	100.7	108.6	121.9	145.0	118.1	88.5
February, 1943	127.3	110.0	115.2	128.1	146.0	146.0	105.9
February, 1944	133.8	121.2	116.1	130.5	159.2	177.6	97.7
1945							
January	139.1	122.6	117.4	128.5	166.1	181.2	117.7
February	141.9	124.2	132.4	138.9	166.1	171.0	111.8
% Change,							
February, 1945 ...	+ 6.1	+ 2.5	+14.0	+ 6.4	+ 4.3	- 3.7	+14.4
February, 1944 ...							
% Change,							
Jan.-Feb., 1945 ..	+ 6.6	+ 3.9	+15.0	+ 7.3	+ 5.9	- 2.9	+11.1
Jan.-Feb., 1944 ..							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing [c]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery [b]	Radio and Electrical
			Maritime Provinces				
148.3	124.0	101.9	150.1	115.4	89.3	171.9	146.8
155.3	155.8	130.1	171.0	114.4	97.2	213.3	118.4
161.1	164.3	116.5	190.6	129.9	116.1	249.8	90.3
199.6	184.8	141.6	201.5	130.7	135.5	278.3	119.7
174.7	182.1	123.5	200.6	143.3	120.0	293.9	110.1
+ 8.4	+10.8	+ 6.0	+ 5.2	+10.3	+ 3.4	+17.7	+21.9
+ 9.7	+12.0	+14.4	+ 4.0	+ 2.7	+ 5.4	+12.5	+14.4
			Quebec				
94.8	98.0	76.9	131.3	96.4	88.1	94.7	124.0
95.4	117.4	97.0	148.4	82.7	89.5	99.4	107.1
93.0	108.6	74.7	165.3	91.6	103.0	104.4	113.8
90.5	101.3	74.7	181.6	80.3	113.4	117.8	100.6
94.7	116.2	83.4	171.2	100.1	115.4	128.0	107.9
+ 1.8	+ 7.0	+11.6	+ 3.6	+ 9.3	+12.0	+22.6	- 5.2
+ 2.9	+ 2.9	+ 8.2	+ 4.7	+12.0	+16.6	+17.1	- 6.0
			Ontario				
108.0	97.2	86.7	129.8	107.9	94.1	108.8	106.9
108.4	124.5	127.1	143.6	90.3	89.8	122.9	90.4
105.7	123.2	101.6	152.7	90.7	93.5	137.1	78.0
114.2	147.4	92.2	163.8	90.7	103.7	139.0	74.5
114.6	140.7	102.6	155.6	100.1	98.5	161.9	73.2
+ 8.4	+14.2	+ 1.0	+ 1.9	+10.4	+ 5.3	+18.1	- 6.2
+11.3	+12.2	- 5.1	+ 2.7	+ 8.3	+ 8.3	+11.2	- 7.9

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
February, 1942	103.3	84.9	98.9	125.7	122.6	112.0	80.7
February, 1943	119.9	105.3	108.9	138.6	129.4	145.8	122.7
February, 1944	134.3	116.5	121.2	149.4	148.8	163.3	138.6
1945							
January	139.1	121.4	126.4	138.7	149.1	172.7	139.2
February	139.4	119.5	131.9	151.1	149.8	159.9	142.5
% Change,							
February, 1945 ... / February, 1944 ...	+ 3.8	+ 2.6	+ 8.8	+ 1.1	+ 0.7	- 2.1	+ 2.8
% Change,							
Jan.-Feb., 1945 .. / Jan.-Feb., 1944 ..	+ 5.1	+ 4.6	+ 9.7	+ 3.4	+ 2.7	- 1.2	+ 4.4
British Columbia							
February, 1942	116.2	94.1	113.1	113.8	131.9	105.5	106.7
February, 1943	134.4	100.7	127.5	124.0	138.6	152.4	141.6
February, 1944	142.8	117.6	135.1	121.2	149.6	168.1	135.2
1945							
January	146.0	125.3	128.3	110.7	154.6	180.1	128.2
February	153.4	123.8	150.6	127.5	156.3	163.9	145.0
% Change,							
February, 1945 ... / February, 1944 ...	+ 7.4	+ 5.3	+11.5	+ 5.2	+ 4.5	- 2.5	+ 7.2
% Change,							
Jan.-Feb., 1945 .. / Jan.-Feb., 1944 ..	+ 6.9	+ 7.4	+ 6.5	+ 4.4	+ 6.5	- 2.9	+ 6.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing [c]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery [b]	Radio and Electrical
			Prairie Provinces				
87.1	87.1	86.2	125.8	105.0	101.6	107.7	117.5
118.4	132.0	141.0	149.2	112.9	110.2	146.7	115.8
129.8	133.6	107.5	166.6	125.5	131.4	184.5	134.9
136.4	134.1	121.4	180.4	138.7	140.1	168.5	160.7
136.6	147.8	117.2	168.8	132.4	146.5	195.3	136.9
+ 5.2	+10.6	+ 9.0	+ 1.3	+ 5.5	+11.5	+ 5.9	+ 1.5
+ 7.3	+ 9.3	+ 2.7	+ 3.7	+ 9.9	+ 9.7	+ 3.1	+ 6.1
			British Columbia				
98.5	96.4	105.7	124.3	139.6	108.1	104.7	123.2
128.6	146.8	199.5	160.4	122.5	127.7	137.5	126.5
131.6	144.2	166.0	186.6	144.8	135.9	155.8	99.8
123.4	165.2	156.6	209.7	151.2	147.2	148.0	113.0
161.0	164.8	192.1	198.0	166.3	153.4	175.5	97.8
+22.3	+14.3	+15.7	+ 6.1	+14.8	+12.9	+12.6	- 2.0
+12.6	+ 9.9	+10.8	+ 8.3	+19.8	+20.1	+ 7.4	+ 7.4

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
February, 1944 and February, 1945
(Based on dollar sales of 19 firms including mail order houses.)

	February, 1944	February, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	22,341,751	25,046,648	+12.1
1. Women's dresses, coats and suits	2,331,459	2,642,011	+13.3
2. Girls' and infants' wear	777,008	913,077	+17.5
3. Hosiery and gloves	903,584	936,207	+ 3.6
4. Lingerie and corsets	1,066,460	1,171,044	+ 9.8
5. Millinery	195,258	234,264	+20.0
6. Women's and children's apparel - (Total, 1-5).	5,273,769	5,896,603	+11.8
7. Men's and boys' clothing and furnishings	2,091,923	2,256,031	+ 7.8
8. Drugs and toilet articles and preparations	765,268	827,904	+ 8.2
9. Piece goods	2,205,693	2,696,567	+22.3
10. Smallwares	923,756	972,911	+ 5.3
11. Food and kindred products	2,332,352	2,480,773	+ 6.4
12. Furniture (including mattresses and springs)	1,512,688	1,720,260	+13.7
13. Home furnishings	1,651,176	1,973,608	+19.5
14. Household appliances and electrical supplies	412,729	450,435	+ 9.1
15. Hardware and kitchen utensils	840,512	973,949	+15.9
16. Radios, musical instruments and supplies	212,930	208,111	- 2.3
17. Shoes and other footwear	1,288,866	1,464,256	+13.6
18. Stationery, books and magazines	427,173	474,976	+11.2
19. All other departments, total	2,402,914	2,650,264	+10.3

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Monthly Indexes of Retail Sales in Canada, March, 1945
(1935-1939 = 100)

The early date of Easter and the unseasonably warm weather which characterized March this year are reflected in retail trade statistics for that month. Index numbers of sales based on reports received from a sample number of firms representing 14 trades dealing chiefly in food, clothing and household requirements indicate that dollar sales in March, 1945 averaged almost 20 per cent higher than in March, 1944 and were up by 33 per cent from the immediately preceding month of February. The general index of retail sales, unadjusted for differences in numbers of business days or for seasonal variations stood at 194.9 for March, 146.7 for February and 162.9 for March, 1944. Total sales for the first quarter of 1945 averaged 11 per cent above the corresponding period of 1944 and 53 per cent above the corresponding period of 1941.

While all lines of business for which figures are available reported higher sales in March this year compared with last the most outstanding gains were recorded by stores specializing in clothing or footwear, commodities whose sales are stimulated most by the pre-Easter trade. Shoe stores registered an increase of no less than 67 per cent, gains for the various regions of the country standing at 41 per cent for the Maritime Provinces, 78 per cent for Quebec, 75 per cent for Ontario, 63 per cent for the Prairie Provinces and 34 per cent for British Columbia.

Family clothing stores selling both men's and women's wear came second in point of view of increased sales over March last year with a gain of 54 per cent; women's specialty shops were up by 48 per cent and men's clothing stores gained 40 per cent.

Variety stores, which deal to a considerable degree in Easter merchandise, recorded a 34 per cent increase in dollar turnover, gains on a regional basis standing at 31 per cent for the Maritime Provinces, 37 per cent for Quebec and Ontario, 24 per cent for the Prairie Provinces and 26 per cent for British Columbia.

Department store sales averaged 25 per cent higher in March of this year than last, gains on a regional basis ranging from 16 per cent in the Maritime Provinces to 31 per cent in Quebec.

Increases for food stores and drug stores were similar at 11 per cent while a 4 per cent increase was recorded for restaurants.

Substantial gains were also recorded for stores dealing more exclusively in durable merchandise. Furniture store sales were up by 20 per cent. Jewellery stores gained 23 per cent, while hardware store sales were up by 29 per cent. A moderate gain of 9 per cent was recorded for radio and electrical stores.

Index numbers of sales are not computed for candy stores or retail furriers. Returns from a limited number of retail candy firms and consisting chiefly of candy store chains indicate that sales for this trade were 36 per cent higher in March of this year than last and were up by 18 per cent for the year to date. Sales for retail furriers were 31 per cent higher in March of this year than last and averaged 25 per cent higher for the year to date.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 17 per cent higher in March of this year than last while figures for the first three months of the current year indicate a gain of 10 per cent over the first quarter of 1944. All trades reported higher sales in March this year than last, percentage increases ranging from a minor gain of 2 per cent for restaurants to 50 per cent for women's specialty stores.

Quebec

Quebec retail sales averaged 20 per cent higher in March of this year compared with 1944 while sales for the year to date were up by 11 per cent. March increases by trades ranged from a minor gain of 1 per cent for radio and electrical shops to a marked increase of 78 per cent for shoe stores. Women's specialty shops were up 44 per cent, men's clothing stores 40 per cent and family clothing stores 52 per cent.

Ontario

Retail sales in March of this year stood 22 per cent above the level of trading in March, 1944 while sales for the first quarter of this year averaged 12 per cent above the corresponding period of last. Conforming with the results for other regions, all trades for which figures are available recorded gains over March a year ago. A minor increase of 1 per cent was recorded for restaurants while increases ranging as high as 65 per cent for family clothing stores and 75 per cent for shoe stores were reported by other trades.

Prairie Provinces

Retail sales in the Prairie Provinces averaged 19 per cent higher in March of this year than last and stood 10 per cent higher for the year to date. March sales were higher for all trades, gains ranging from 7 per cent for jewellery stores to 63 per cent for shoe stores being recorded.

British Columbia

The dollar volume of retail trade in this province stood 16 per cent higher in March of this year than last while sales for the first quarter of the year were 10 per cent above the corresponding period of 1944. All trades for which figures are available recorded gains in March of this year over last. Increases ranging from 1 per cent for restaurants to 34 per cent for shoe stores were recorded.

Departmental Analysis of Department Store Sales

Comparative sales by departments for 18 firms furnishing information on this basis reveal a marked gain of 62 per cent for the millinery department, 38 per cent for the footwear department and for women's dresses, suits and coats, 37 per cent for girls' and infants' wear and 36 per cent for men's and boys' clothing and furnishings. Smaller gains were recorded for the other departments for which figures are shown.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Mar., 1945 Compared with sales in			Sales in Jan.-Mar., 1945 Compared with sales in	
	Mar. 1941	Mar. 1944	Feb. 1945	Jan.-Mar., 1941	Jan.-Mar., 1944
	%	%	%	%	%
GENERAL INDEX	+66.2	+19.6	+32.9	+52.5	+11.2
General Merchandise Group:					
Country General Stores	+65.8	+13.2	+23.8	+57.7	+ 7.6
Department Stores	+82.3	+24.7	+49.4	+54.4	+16.9
Variety Stores	+73.0	+33.9	+38.6	+55.4	+16.4
Food Group:					
Food Stores	+49.8	+10.8	+20.5	+44.9	+ 7.1
Restaurants	+70.1	+ 3.7	+13.3	+72.7	+ 1.1
Clothing Group:					
Family Clothing Stores	+115.9	+54.4	+72.4	+81.3	+25.8
Men's Clothing Stores	+94.3	+40.2	+68.9	+58.8	+21.3
Women's Clothing Stores	+124.8	+47.9	+85.1	+87.9	+25.2
Shoe Stores	+134.7	+66.5	+108.5	+84.4	+28.2
Household and Personal Effects Group:					
Drug Stores	+52.5	+10.9	+12.5	+50.4	+ 6.3
Furniture Stores	+18.9	+20.4	+26.5	+14.1	+14.4
Hardware Stores	+73.1	+28.8	+40.1	+60.3	+17.8
Jewellery Stores (b)	+86.1	+23.3	+20.2	+75.8	+15.0
Radio and Electrical Stores	- 4.0	+ 8.5	+21.1	-29.8	+ 1.7

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
March, 1939	92.3	98.1	82.8	97.1	86.0	91.7	80.2	102.7
March, 1941	117.3	126.5	95.0	111.8	111.6	125.0	121.0	150.9
March, 1942	140.9	156.5	108.7	131.9	141.2	156.9	148.2	191.3
March, 1943	149.0	163.9	123.7	145.4	145.4	164.3	153.5	198.8
March, 1944	162.9	174.2	139.1	163.1	163.2	174.0	156.3	200.9
1944								
April	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.1	173.0	169.1	163.4	150.5	143.4	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	157.0	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.3	172.4	184.4
September ...	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.0	171.3	199.9	199.1
November	190.6	181.9	165.9	160.2	225.3	194.7	217.0	217.2
December	237.4	172.8	196.3	163.1	253.9	158.4	372.3	184.1
1945								
January	143.1	175.0	127.0	166.0	122.6	163.3	139.6	221.5
February	146.7	185.6	127.2	171.8	136.2	181.1	151.0	223.6
March	194.9	202.4	157.5	178.9	203.5	218.7	209.3	235.3

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
March, 1939	109.6	104.9	94.9	95.7	(a)	(a)	70.2	85.5
March, 1941	134.7	126.9	114.1	115.9	102.6	122.9	105.0	130.6
March, 1942	153.3	154.9	140.2	143.8	137.8	163.9	168.1	197.6
March, 1943	166.1	163.3	171.2	172.7	135.0	169.3	137.0	170.6
March, 1944	182.1	174.9	187.1	187.5	143.5	170.8	145.5	170.5
1944								
April	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September ...	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.5	172.3	194.8	204.4	233.6	198.1	228.6	187.2
December	204.6	176.2	196.8	190.6	292.9	183.3	296.6	172.5
1945								
January	166.5	176.2	179.7	189.1	124.2	184.7	118.3	166.8
February	167.5	182.4	171.3	194.0	128.5	198.6	120.8	192.1
March	201.8	188.8	194.1	194.5	221.5	233.2	204.0	215.7

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
March, 1939	83.7	95.8	69.0	91.9	105.2	106.1	82.0	94.5
March, 1941	114.7	135.7	96.2	127.8	123.7	125.6	119.8	139.6
March, 1942	150.5	187.9	135.4	172.5	142.0	147.5	116.9	139.4
March, 1943	155.6	189.2	135.3	192.9	159.6	162.6	111.8	130.3
March, 1944	174.4	203.6	135.6	180.5	170.1	172.1	118.3	137.8
1944								
April	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.6	204.8	181.1	191.3	181.3	184.6	145.3	137.8
December	293.3	190.6	245.2	168.8	261.2	205.5	149.2	125.7
1945								
January	136.6	191.1	99.4	143.7	176.5	187.5	99.6	151.1
February	139.3	221.7	108.3	183.1	167.6	185.9	112.6	144.3
March	257.9	259.1	225.8	243.0	188.6	186.7	142.4	164.7

Year and Month	Hardware		Jewellery[b]		Radio and Electrical	
	A	B	A	B	A	B
March, 1939	72.0	97.1	60.9	(a)	82.1	95.7
March, 1941	96.3	134.9	108.5	141.8	119.1	139.1
March, 1942	121.3	169.9	122.1	159.6	126.9	148.2
March, 1943	117.7	161.3	144.6	182.1	111.2	125.0
March, 1944	129.4	177.8	163.7	206.1	105.3	119.9
1944						
April	160.1	159.6	175.9	222.5	108.4	115.1
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	181.7	181.0	255.1	250.2	117.6	103.0
December	192.3	177.8	605.9	238.6	135.8	106.6
1945						
January	119.9	199.8	148.7	208.3	99.2	118.6
February	119.0	218.0	168.0	241.2	94.4	122.3
March	166.7	229.2	201.9	264.1	114.3	133.5

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
March, 1942	151.2	108.8	157.6	187.6	153.3	191.5	127.8
March, 1943	172.8	136.2	170.3	192.5	178.9	228.5	153.5
March, 1944	195.9	155.4	216.2	200.0	199.2	245.3	170.8
1945							
February	173.9	159.2	139.9	181.7	191.4	224.2	159.8
March	229.5	175.4	251.1	261.8	224.8	250.1	250.0
% Change, March, 1945 ... / March, 1944 ...	+17.2	+12.9	+16.1	+30.9	+12.9	+ 2.0	+46.4
% Change, Jan.-Mar., 1945 / Jan.-Mar., 1944	+10.4	+ 9.6	+12.2	+16.9	+ 7.1	+ 2.3	+22.4
Quebec							
March, 1942	149.7	123.2	157.1	158.2	158.8	137.2	159.3
March, 1943	155.7	138.4	147.4	172.8	178.5	162.6	144.0
March, 1944	169.4	154.5	167.7	177.0	193.2	171.8	162.9
1945							
February	147.9	124.8	141.8	169.4	173.5	166.1	129.1
March	203.0	167.3	219.5	242.2	212.1	183.2	248.3
% Change, March, 1945 ... / March, 1944 ...	+19.8	+ 8.3	+30.9	+36.8	+ 9.8	+ 6.6	+52.4
% Change, Jan.-Mar., 1945 / Jan.-Mar., 1944	+11.2	+ 4.4	+20.5	+17.5	+ 6.4	+ 5.8	+27.6
Ontario							
March, 1942	144.2	110.6	144.8	139.6	156.6	145.2	132.0
March, 1943	146.7	123.8	143.7	142.5	163.3	172.9	123.0
March, 1944	155.3	134.3	148.2	144.0	178.0	194.4	119.8
1945							
February	141.9	122.7	132.3	139.1	166.0	173.7	109.0
March	189.8	157.5	189.2	196.6	197.7	196.0	197.1
% Change, March, 1945 ... / March, 1944 ...	+22.2	+17.3	+27.7	+36.5	+11.1	+ 0.8	+64.5
% Change, Jan.-Mar., 1945 / Jan.-Mar., 1944	+12.4	+ 8.3	+20.1	+17.8	+ 7.7	- 1.1	+29.8

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing (c)	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
193.9	165.0	149.8	161.6	126.5	109.0	190.1	142.3
194.8	193.9	166.5	189.7	144.7	125.8	251.3	116.7
210.3	217.7	176.9	206.9	161.1	151.8	312.1	99.8
178.7	185.1	123.8	200.3	141.8	119.5	274.8	110.1
265.1	325.9	249.0	233.9	190.3	166.3	331.3	126.2
+26.1	+49.7	+40.8	+13.0	+18.1	+ 9.6	+ 6.2	+26.5
+16.6	+27.6	+25.9	+ 7.1	+ 8.1	+ 6.9	+ 7.8	+18.4
			Quebec				
179.7	151.5	131.3	145.6	120.4	126.5	120.2	136.2
126.4	143.3	116.4	164.1	107.5	114.2	121.7	124.3
139.5	158.6	117.8	173.6	107.7	130.8	139.3	127.1
94.3	116.3	83.9	170.8	101.5	113.6	130.7	108.9
195.1	227.8	209.8	189.9	137.2	169.3	191.8	128.8
+39.9	+43.6	+78.1	+ 9.4	+27.4	+29.4	+37.7	+ 1.3
+18.9	+20.4	+39.6	+ 6.2	+18.7	+21.2	+26.1	- 3.0
			Ontario				
169.9	152.8	136.9	139.7	113.2	114.2	115.2	120.1
133.9	158.9	136.2	151.6	101.6	109.5	135.2	95.5
134.8	174.7	131.2	158.7	109.5	109.9	144.7	86.5
115.0	140.8	103.9	155.9	100.5	98.2	161.3	73.3
203.2	274.4	230.0	176.4	125.7	146.9	185.2	91.5
+50.7	+57.1	+75.3	+11.2	+14.8	+33.7	+28.0	+ 5.8
+27.0	+30.4	+26.7	+ 5.6	+10.9	+17.6	+16.9	- 3.0

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
March, 1942	123.3	98.3	125.3	145.6	134.7	129.3	112.4
March, 1943	134.0	108.8	137.3	142.4	143.8	160.2	123.4
March, 1944	155.6	125.9	166.2	151.8	166.0	177.4	137.2
1945							
February	139.2	119.4	131.9	151.0	149.4	161.2	142.3
March	184.5	144.8	203.8	188.4	183.4	195.1	216.6
% Change,							
March, 1945 ... / March, 1944 ...	+18.6	+15.0	+22.6	+24.1	+10.5	+10.0	+57.9
% Change,							
Jan.-Mar., 1945 / Jan.-Mar., 1944	+10.1	+ 8.3	+15.0	+10.6	+ 5.4	+ 2.9	+22.4
			British Columbia				
March, 1942	134.6	105.7	138.5	125.7	145.9	119.4	129.6
March, 1943	153.2	122.3	153.5	129.4	157.1	169.5	147.8
March, 1944	163.6	135.5	168.7	120.6	169.4	175.4	138.4
1945							
February	153.2	122.7	150.3	127.5	156.3	161.8	146.3
March	190.3	152.0	203.1	152.2	189.4	177.2	179.2
% Change,							
March, 1945 ... / March, 1944 ...	+16.3	+12.2	+20.4	+26.2	+11.8	+ 1.0	+29.5
% Change,							
Jan.-Mar., 1945 / Jan.-Mar., 1944	+10.3	+ 8.8	+11.9	+11.9	+ 8.4	- 2.0	+14.8

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing[c]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery[b]	Radio and Electrical
			Prairie Provinces				
139.9	137.8	130.2	139.5	117.0	125.4	122.6	124.6
131.4	141.8	126.2	156.4	115.3	121.4	158.9	131.6
159.7	173.5	133.0	172.4	136.0	143.3	193.3	130.4
135.0	147.9	115.2	168.9	133.9	146.0	195.0	132.3
206.8	243.3	216.8	189.7	159.4	186.3	206.0	150.0
+29.5	+40.2	+63.0	+10.0	+17.2	+30.0	+ 6.6	+15.0
+15.5	+21.7	+24.1	+ 5.8	+12.9	+16.8	+ 4.2	+ 7.8
			British Columbia				
144.1	149.0	132.5	135.2	112.0	140.8	108.9	134.0
142.2	178.3	172.3	177.2	145.0	155.1	147.6	123.6
142.2	200.8	182.0	192.5	147.4	162.6	162.0	111.6
157.0	164.6	190.9	198.3	165.3	160.8	174.8	99.7
176.5	250.8	243.7	216.3	182.5	202.0	205.2	131.5
+24.1	+24.9	+33.9	+12.4	+23.8	+24.2	+26.7	+17.8
+15.8	+15.9	+19.0	+ 9.7	+21.0	+23.5	+14.0	+11.8

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Includes men's furnishings.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1944 and March, 1945

(Based on dollar sales of 18 firms including mail order houses.)

	March, 1944	March, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	29,861,018	37,571,083	+25.8
1. Women's dresses, coats and suits	3,759,098	5,175,311	+37.7
2. Girls' and infants' wear	1,459,117	1,995,510	+36.8
3. Hosiery and gloves	1,185,265	1,459,632	+23.1
4. Lingerie and corsets	1,465,784	1,576,026	+ 7.5
5. Millinery	401,815	650,012	+61.8
6. Women's and children's apparel - (Total, 1-5).	8,271,079	10,856,491	+31.3
7. Men's and boys' clothing and furnishings	3,233,143	4,399,069	+36.1
8. Drugs and toilet articles and preparations	841,120	948,381	+12.8
9. Piece goods	2,690,253	3,262,229	+21.3
10. Smallwares	1,075,122	1,242,830	+15.6
11. Food and kindred products	2,559,017	2,905,757	+13.5
12. Furniture (including mattresses and springs)	1,723,793	2,125,219	+23.3
13. Home furnishings	2,120,618	2,485,126	+17.2
14. Household appliances and electrical supplies	494,678	549,845	+11.2
15. Hardware and kitchen utensils	1,258,498	1,564,868	+24.3
16. Radios, musical instruments and supplies	219,348	230,663	+ 5.2
17. Shoes and other footwear	2,047,461	2,822,297	+37.8
18. Stationery, books and magazines	453,574	526,636	+16.1
19. All other departments, total	2,873,314	3,651,672	+27.1

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-March, 1944 and January-to-March, 1945

	Jan.-to-Mar., 1944	Jan.-to-Mar., 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	71,155,983	83,567,533	+17.4
1. Women's dresses, coats and suits	8,088,718	10,071,686	+24.5
2. Girls' and infants' wear	2,871,496	3,593,142	+25.1
3. Hosiery and gloves	2,876,942	3,215,235	+11.8
4. Lingerie and corsets	3,480,819	3,691,323	+ 6.0
5. Millinery	758,260	1,064,150	+40.3
6. Women's and children's apparel-(Total, 1-5)	18,076,235	21,635,536	+19.7
7. Men's and boys' clothing and furnishings	7,150,276	8,745,011	+22.3
8. Drugs and toilet articles and preparations	2,311,260	2,537,608	+ 9.8
9. Piece goods	6,695,651	8,074,102	+20.6
10. Smallwares	2,787,837	3,084,506	+10.6
11. Food and kindred products	6,973,072	7,718,494	+10.7
12. Furniture (including mattresses and springs)	4,408,919	5,119,827	+16.1
13. Home furnishings	5,024,181	5,766,788	+14.8
14. Household appliances and electrical supplies	1,245,180	1,368,770	+ 9.9
15. Hardware and kitchen utensils	2,711,148	3,220,242	+18.8
16. Radios, musical instruments and supplies	630,198	634,516	+ 0.7
17. Shoes and other footwear	4,441,320	5,570,501	+25.4
18. Stationery, books and magazines	1,271,495	1,431,454	+12.6
19. All other departments, total	7,429,211	8,660,178	+16.6

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Monthly Indexes of Retail Sales in Canada, April, 1945
(1935-1939 = 100)

Sales in Canadian retail stores in April, 1945 were practically unchanged from the dollar value of sales in the same month a year ago and were 10 per cent lower than in March when pre-Easter buying and unseasonably warm weather combined to effect a remarkably high level of trading. These results are based on reports from a sample number of firms representing fourteen trades dealing chiefly in food, clothing and household requirements. The unadjusted index of sales stood at 174.4 for April, 1945 as compared with 194.2 for March, 1945 and 175.3 for April, 1944. Sales in the first four months of this year averaged 8 per cent above the corresponding period of 1944 and were 46 per cent higher than in the same four months of 1941.

Furniture stores and hardware stores reported a substantially higher volume of business for April this year than last while a number of other trades experienced minor gains in the April comparison. Sharp declines occurred in the trades which comprise the clothing group. This was due in part to the fact that these trades were most affected by pre-Easter buying and early spring conditions prevailing in March and thus benefitted most from the heavy consumer demand which existed in that month.

Department store sales showed a fractional gain between April of the two years while sales for the year to date stand 12 per cent above the same period of last year. Sales in variety stores, although declining 3 per cent in April, maintain a 10 per cent margin over last year in the four-month cumulative comparison. Country general store sales, which may be considered to reflect the trend of consumer purchasing in rural areas and smaller localities, were 3 per cent higher in April this year over last.

Food sales were similar to those recorded in April, 1944. A 2 per cent gain in restaurant receipts represents a continuation of the trend in earlier months of this year.

The decline in the clothing trades was most serious in the case of men's wear stores whose business was down 18 per cent from April a year ago. Family clothing store sales fell off 9 per cent, while identical declines of 13 per cent occurred in the case of women's apparel and shoe stores. All of these trades have shown higher sales volume during the first four months of the year, the increases amounting to 8 per cent in the case of men's clothing and between 12 and 13 per cent in the other three.

April increases for hardware and furniture stores, which amounted to 18 and 16 per cent respectively, were approximately the same as gains recorded in the first four months. Resumption of production of most hardware items, following removal of wartime restrictions in recent months, is reflected in the increased volume of hardware sales. The substantial gain for furniture stores reflects improvement in the supply of those commodities in which these stores specialize including not only furniture but also house furnishings. Drug stores and radio and electrical stores showed increases of 3 per cent. Returns for jewellery stores were not sufficiently complete to permit the calculation of an average figure at the time this bulletin went to press.

Sales reported by a number of chain candy stores were 27 per cent lower in April this year than last. During the first four months of the year, sales of candy stores have gained 4 per cent over the similar period of last year. Retail furriers did 18 per cent more business in April this year, the increase being slightly lower than a 23 per cent advance recorded in the comparison for the four-month period.

Maritime Provinces

Consumer purchases were 2 per cent higher in April of this year than last in the Maritime Provinces. Sales in the first four months were 8 per cent greater. Declines were restricted to those trades which experienced lower sales volume in most other provinces, but were not so pronounced as those occurring elsewhere. The increases for department stores and country general stores exceeded the average gains for the country as a whole.

Quebec

Quebec retailers did approximately the same amount of business in April this year as last, while sales in that province were 8 per cent greater over the first four months of the year. Furniture and hardware stores were particularly active with sales up 21 and 39 per cent respectively over April, 1944. The increases for these two trades exceed those recorded in other regions and represent a continuation of a trend which has prevailed throughout earlier months of the year. Radio and electrical stores reported sales up 18 per cent for April although only a slight gain over last year is indicated in the cumulative sales for the January-to-April period. Restaurant sales have increased over last year to a greater extent than in other parts of the country, an 11 per cent increase being recorded in April and a 7 per cent gain in the four-month comparison. The overall decline in clothing sales appears to have been more extensive in Quebec than elsewhere.

Ontario

A decline of 1 per cent in the general index for Ontario below April, 1944 compares with a 9 per cent increase for the first four months of the year. As in other provinces, furniture and hardware stores reported substantial sales increases, while radio and electrical, country general and drug stores reported gains of smaller proportions. All other trades had lower sales in April this year than last.

Prairie Provinces

The general index of sales for the Prairie Provinces was 3 per cent lower in April this year compared with last. Sales averaged 6 per cent greater in the first four months of the year. Sales of furniture were 18 per cent higher than in April, 1944, but hardware store sales were up only fractionally. Country general store sales were 4 per cent lower in the Prairie Provinces, the decline contrasting

with increases which occurred in other parts of the country.

British Columbia

Sales in British Columbia were 3 per cent higher in April and gained 8 per cent in the comparison of sales for the first four months of this year over last. A decrease of 12 per cent in sales of radio and electrical stores was recorded. In the clothing trades, declines were less pronounced than those which occurred in the other provinces, while increases were reported for other kinds of business. It is notable that gains in sales of furniture and hardware stores were of moderate proportions compared with those shown for other regions and compared also with increases recorded in British Columbia for earlier months of the year.

Departmental Analysis of Department Store Sales

The analysis of sales by departments reveals decreases between April of the two years amounting to 11 per cent in sales of men's wear, 9 per cent in sales of women's apparel and 3 per cent in sales of footwear. The largest among the departmental increases reported were those for furniture (21 per cent), piece goods (16 per cent), hardware (13 per cent) and drugs (10 per cent).

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Apr., 1945 Compared With Sales in			Sales in Jan.-Apr., 1945 Compared With Sales in	
	Apr., 1941	Apr., 1944	Mar., 1945	Jan.-Apr., 1941	Jan.-Apr., 1944
	%	%	%	%	%
GENERAL INDEX	+32.2	- 0.5	-10.2	+46.4	+ 7.7
General Merchandise Group:					
Country General Stores	+48.7	+ 3.1	+ 1.9	+55.2	+ 6.4
Department Stores	+25.0	+ 0.5	-17.6	+44.7	+11.6
Variety Stores	+24.7	- 3.4	-14.0	+45.6	+10.2
Food Group:					
Food Stores	+37.1	+ 0.1	- 9.8	+42.7	+ 5.1
Restaurants	+64.0	+ 1.9	- 1.9	+70.6	+ 1.5
Clothing Group:					
Family Clothing Stores	+20.1	- 9.0	-14.7	+58.1	+13.3
Men's Clothing Stores	+12.3	-17.5	-19.9	+43.2	+ 7.9
Women's Clothing Stores	+17.8	-12.5	-22.3	+61.6	+12.0
Shoe Stores	+20.4	-12.8	-21.2	+59.7	+12.8
Household and Personal Effects Group:					
Drug Stores	+44.0	+ 3.0	- 7.5	+48.7	+ 5.4
Furniture Stores	+11.2	+16.4	+11.1	+13.3	+15.2
Hardware Stores	+37.6	+18.3	+13.3	+52.5	+18.1
Jewellery Stores (b)	(c)	(c)	(c)	(c)	(c)
Radio and Electrical Stores	-23.7	+ 3.3	- 0.4	-13.8	+ 1.7

(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Returns were not sufficiently complete to permit calculation of index numbers for jewellery stores. These will appear in the May bulletin.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
April, 1939	104.2	103.4	89.4	97.0	97.1	102.0	100.9	106.6
April, 1941	131.9	132.8	108.2	117.0	132.2	133.4	143.4	157.0
April, 1942	151.5	153.0	124.1	133.7	145.1	148.8	169.2	188.4
April, 1943	165.6	163.4	141.2	151.0	157.9	153.5	182.9	198.6
April, 1944	175.3	176.3	156.1	176.0	164.3	174.0	185.1	196.2
1944								
May	177.8	170.9	177.7	164.1	166.2	160.0	191.1	191.8
June	178.1	173.0	169.1	163.4	150.5	143.4	196.1	189.5
July	155.1	170.9	170.5	159.9	116.8	157.0	181.1	186.8
August	161.2	173.0	174.4	161.0	139.4	165.3	172.4	184.4
September ...	178.6	170.9	171.5	154.0	183.8	179.7	191.4	191.2
October	182.6	174.7	174.0	160.6	193.0	171.3	199.9	199.1
November	190.6	181.9	165.9	160.2	225.3	194.7	217.0	217.2
December	237.4	172.8	196.3	163.1	253.9	158.4	372.3	184.1
1945								
January	143.1	175.0	127.0	166.0	122.6	163.2	139.6	221.5
February	146.7	185.6	127.2	171.8	136.2	181.1	151.0	223.6
March	194.2	201.7	157.9	179.2	200.5	215.5	207.9	233.7
April	174.4	179.5	160.9	179.2	165.2	172.1	178.8	212.0

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
April, 1939	110.0	108.7	93.3	94.0	(a)	(a)	101.2	98.2
April, 1941	132.2	136.5	116.8	117.3	156.6	136.3	146.7	143.2
April, 1942	157.4	161.3	140.0	140.6	177.7	160.7	187.3	177.1
April, 1943	172.0	174.2	173.9	173.5	194.9	164.8	186.8	165.4
April, 1944	181.1	180.5	188.0	190.8	206.6	176.7	199.8	177.6
1944								
May	179.0	175.9	189.1	185.1	196.7	189.0	181.3	185.6
June	194.2	192.1	186.9	186.4	189.4	183.4	188.4	180.0
July	164.6	174.8	194.9	187.5	160.2	191.8	142.4	179.2
August	170.9	183.0	198.6	182.7	150.1	184.0	125.2	169.4
September ...	176.1	168.2	192.1	184.4	189.9	195.2	174.8	172.2
October	168.9	175.1	196.1	195.1	229.9	198.0	207.7	180.8
November	168.5	172.3	194.8	204.4	233.6	198.1	228.6	187.2
December	204.6	176.2	196.8	190.6	292.9	183.3	296.6	172.5
1945								
January	166.5	176.2	179.7	189.1	124.2	184.7	118.3	166.8
February	167.5	182.4	171.3	194.0	128.5	198.6	120.8	192.1
March	201.1	188.1	195.4	195.9	220.3	231.9	205.8	217.5
April	181.3	185.1	191.6	195.0	188.0	176.0	164.8	158.9

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
April, 1939	126.3	100.6	114.2	88.7	102.8	106.1	102.6	95.9
April, 1941	170.1	135.6	147.8	117.7	121.0	125.3	143.0	132.1
April, 1942	184.9	146.8	170.1	143.1	143.4	148.4	132.5	122.4
April, 1943	213.9	166.5	185.7	145.0	156.8	161.8	133.8	124.1
April, 1944	228.8	181.5	204.1	159.2	169.2	174.6	136.6	126.7
1944								
May	201.8	191.3	197.5	177.2	168.4	173.4	165.8	132.3
June	191.9	179.5	213.1	165.6	168.1	177.0	139.2	140.6
July	155.3	190.0	163.4	183.8	168.0	171.2	116.4	155.0
August	153.8	196.9	154.9	181.3	170.5	172.0	122.6	120.2
September ...	200.8	204.5	196.7	169.9	177.3	172.3	134.8	112.6
October	218.8	191.3	173.6	175.9	186.2	182.8	142.9	124.2
November	226.6	204.8	181.1	191.3	181.3	184.6	145.3	137.8
December	293.3	190.6	245.2	168.8	261.2	205.5	149.2	125.7
1945								
January	136.6	191.1	99.4	143.7	176.5	187.5	99.6	151.1
February	139.3	221.7	108.3	183.1	167.6	185.9	112.6	144.3
March	257.8	259.1	225.9	243.1	188.4	186.5	143.1	165.5
April	200.3	175.9	178.0	160.2	174.3	183.5	159.0	146.8

Year and Month	Hardware		Jewellery[b]		Radio and Electrical	
	A	B	A	B	A	B
April, 1939	96.6	98.7	67.5	(a)	92.8	106.0
April, 1941	137.6	135.0	112.8	137.0	146.8	149.7
April, 1942	152.3	149.3	132.5	160.9	140.8	143.6
April, 1943	148.5	145.6	160.3	194.7	116.9	119.2
April, 1944	160.1	159.6	175.9	222.5	108.4	115.1
1944						
May	199.8	148.5	182.0	202.9	114.6	99.5
June	194.2	160.7	195.3	206.0	110.7	115.5
July	175.6	162.2	177.5	218.1	91.9	110.3
August	180.1	168.3	191.4	198.7	94.9	104.3
September ...	182.7	153.5	202.4	224.4	112.4	99.7
October	184.7	164.4	203.6	228.2	113.0	97.6
November	181.7	181.0	255.1	250.2	117.6	103.0
December	192.3	177.8	605.9	238.6	135.8	106.6
1945						
January	119.9	199.8	148.7	208.3	99.2	118.6
February	119.0	218.0	168.0	241.2	94.4	122.3
March	167.2	229.9	204.1	267.0	112.4	131.2
April	189.4	185.0	(c)	(c)	112.0	114.3

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

(c) Returns were not sufficiently complete to permit calculation of index numbers for jewellery stores. These will appear in the May bulletin.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
April, 1942	165.6	118.9	169.5	211.6	156.6	200.4	172.0
April, 1943	185.1	143.5	180.7	221.4	176.8	229.0	211.1
April, 1944	206.1	165.0	194.5	235.7	196.5	240.8	251.3
1945							
March	227.5	175.0	247.4	253.4	223.0	252.6	248.0
April	210.7	175.4	211.3	228.6	199.1	248.6	238.9
% Change,							
April, 1945 ... / April, 1944 ...	+ 2.2	+ 6.3	+ 8.6	- 3.0	+ 1.3	+ 3.2	- 4.9
% Change,							
Jan.-Apr., 1945 / Jan.-Apr., 1944	+ 7.7	+ 8.7	+10.2	+ 9.6	+ 5.4	+ 2.9	+12.4
Quebec							
April, 1942	164.0	139.2	157.8	184.7	165.6	140.5	212.5
April, 1943	177.2	149.9	174.9	205.8	185.7	161.6	217.4
April, 1944	185.7	167.3	181.8	209.9	193.5	170.3	232.2
1945							
March	202.0	167.3	216.7	242.1	210.7	184.8	246.2
April	185.6	181.7	182.8	202.8	191.4	188.7	203.6
% Change,							
April, 1945 ... / April, 1944 ...	- 0.1	+ 8.6	+ 0.6	- 3.4	- 1.1	+10.8	-12.3
% Change,							
Jan.-Apr., 1945 / Jan.-Apr., 1944	+ 7.7	+ 5.6	+13.8	+11.2	+ 4.1	+ 7.3	+12.3
Ontario							
April, 1942	152.8	122.0	145.0	160.4	159.4	140.0	162.7
April, 1943	160.4	134.4	151.2	167.8	169.0	173.9	171.1
April, 1944	166.6	142.2	152.7	168.5	176.6	192.3	167.7
1945							
March	189.7	157.9	186.4	195.3	197.6	198.5	197.1
April	164.3	149.5	151.9	164.3	176.0	190.8	154.1
% Change,							
April, 1945 ... / April, 1944 ...	- 1.4	+ 5.1	- 0.5	- 2.5	- 0.3	- 0.8	- 8.1
% Change,							
Jan.-Apr., 1945 / Jan.-Apr., 1944	+ 8.5	+ 7.5	+13.5	+11.5	+ 5.6	- 0.7	+17.0

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing [a]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery [b]	Radio and Electrical
			Maritime Provinces				
233.3	213.7	183.8	173.4	158.0	145.1	196.6	171.5
233.3	259.2	209.2	192.7	185.9	153.9	248.8	159.8
268.4	320.0	244.9	213.1	199.4	178.6	278.8	157.5
266.9	324.4	247.7	229.1	187.1	163.8	346.9	116.4
241.1	301.2	226.7	214.9	226.7	205.7	(c)	161.3
-10.2	- 5.9	- 7.4	+ 0.8	+13.7	+15.2	(c)	+ 2.4
+ 8.1	+15.0	+13.2	+ 4.8	+ 9.4	+ 9.0	(c)	+10.8
			Quebec				
206.1	198.2	163.9	140.7	145.8	154.5	136.4	151.4
199.3	209.8	177.8	156.2	133.2	136.6	156.7	135.4
205.3	214.0	195.0	168.8	135.5	154.6	161.6	114.5
195.0	226.4	208.9	190.5	133.3	168.0	196.8	128.1
157.3	187.4	167.1	176.9	163.4	215.3	(c)	135.2
-23.4	-12.4	-14.3	+ 4.8	+20.6	+39.3	(c)	+18.1
+ 2.4	+ 8.1	+16.5	+ 6.0	+18.4	+26.7	(c)	+ 2.1
			Ontario				
182.7	186.0	173.8	139.2	124.9	148.2	124.9	134.6
178.5	212.3	180.4	147.8	124.9	135.8	143.8	95.1
188.3	225.0	195.2	158.9	123.5	134.9	159.2	82.9
206.2	275.0	230.1	176.3	132.3	147.6	185.4	88.9
157.2	195.3	165.2	161.2	142.7	165.4	(c)	87.7
-16.5	-13.2	-16.8	+ 1.4	+15.5	+22.6	(c)	+ 5.8
+12.1	+15.5	+11.2	+ 4.5	+13.9	+19.3	(c)	- 1.6

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Returns were not sufficiently complete to permit calculation of index numbers for jewellery stores. These will appear in the May bulletin.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
April, 1942	134.7	115.3	133.5	162.1	138.6	132.2	150.1
April, 1943	156.9	141.2	151.6	189.1	153.1	171.8	199.1
April, 1944	172.3	158.1	163.2	190.8	165.3	189.1	224.1
1945							
March.....	183.4	145.2	199.7	188.2	182.8	193.4	213.4
April	167.0	151.7	159.6	174.6	167.9	184.3	205.8
% Change,							
April, 1945 ... / April, 1944 ...	- 3.1	- 4.0	- 2.3	- 8.5	+ 1.6	- 2.5	- 8.2
% Change,							
Jan.-Apr., 1945 / Jan.-Apr., 1944	+ 6.1	+ 4.6	+ 9.3	+ 4.8	+ 4.3	+ 1.2	+11.0
British Columbia							
April, 1942	141.3	113.9	143.8	134.1	147.7	120.6	148.1
April, 1943	162.3	129.8	161.2	145.5	162.6	172.0	169.6
April, 1944	167.9	136.9	166.5	137.6	167.9	177.2	170.0
1945							
March	190.2	154.3	202.0	152.2	189.0	178.2	182.4
April	172.7	145.3	174.3	137.5	174.1	182.5	166.0
% Change,							
April, 1945 ... / April, 1944 ...	+ 2.9	+ 6.1	+ 4.7	- 0.1	+ 3.7	+ 3.0	- 2.4
% Change,							
Jan.-Apr., 1945 / Jan.-Apr., 1944	+ 8.2	+ 8.6	+ 9.7	+ 8.5	+ 7.1	- 0.6	+10.2

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's[a] Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery[b]	Radio and Electrical
			Prairie Provinces				
160.8	153.9	162.6	148.9	115.3	155.5	125.0	134.4
183.2	205.6	198.7	162.5	123.3	171.4	171.4	141.2
215.2	238.1	226.4	173.6	138.1	196.0	203.8	153.0
207.7	243.7	218.0	190.3	159.4	189.7	205.9	149.9
168.4	201.5	195.9	177.2	162.4	196.7	(c)	140.9
-21.7	-15.4	-13.5	+ 2.1	+17.6	+ 0.4	(c)	- 7.9
+ 2.9	+ 8.6	+ 9.9	+ 5.0	+14.2	+12.0	(c)	+ 3.5
			British Columbia				
157.1	176.4	164.9	136.2	112.2	163.1	122.6	141.5
159.4	226.9	205.2	168.7	145.3	176.6	165.9	123.1
161.6	236.1	221.4	183.5	149.1	179.3	174.6	126.6
177.9	251.4	246.8	216.4	178.5	200.5	203.6	130.6
154.9	217.2	219.3	204.8	157.7	191.5	(c)	111.6
- 4.1	- 8.0	- 0.9	+11.6	+ 5.8	+ 6.8	(c)	-11.8
+10.2	+ 8.3	+13.3	+10.2	+16.2	+18.2	(c)	+ 4.7

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Returns were not sufficiently complete to permit calculation of index numbers for jewellery stores. These will appear in the May bulletin.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1944 and April, 1945
(Based on dollar sales of 19 firms including mail order houses)

	April 1944	April 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	30,574,958	30,739,613	+ 0.5
1. Women's dresses, coats and suits	4,070,300	3,704,410	- 9.0
2. Girls' and infants' wear	1,391,419	1,258,582	- 9.5
3. Hosiery and gloves	1,415,762	1,268,086	-10.4
4. Lingerie and corsets	1,252,684	1,214,671	- 3.0
5. Millinery	558,222	463,954	-16.9
6. Women's and children's apparel - (Total, 1-5)	8,688,387	7,909,703	- 9.0
7. Men's and boys' clothing and furnishings	3,669,808	3,262,891	-11.1
8. Drugs and toilet articles and preparations	780,190	856,863	+ 9.8
9. Piece goods	2,118,905	2,467,324	+16.4
10. Smallwares	1,004,654	1,019,608	+ 1.5
11. Food and kindred products	2,557,838	2,642,426	+ 3.3
12. Furniture (including mattresses and springs)	1,727,345	2,090,571	+21.0
13. Home furnishings	2,157,366	2,307,425	+ 7.0
14. Household appliances and electrical supplies	517,195	536,758	+ 3.8
15. Hardware and kitchen utensils	1,313,007	1,479,640	+12.7
16. Radios, musical instruments and supplies	187,567	187,031	- 0.3
17. Shoes and other footwear	2,376,143	2,303,561	- 3.1
18. Stationery, books and magazines	397,128	419,370	+ 5.6
19. All other departments, total	3,079,425	3,256,450	+ 5.7

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Monthly Indexes of Retail Sales in Canada, May, 1945
(1935-1939 = 100)

May sales of retail stores deviated but slightly from the volume of business transacted in April and also from the level of trading in May a year ago, according to monthly statements secured from a sample number of firms representing 14 trades. Dollar sales in May averaged 4 per cent higher than in April and were up by 2 per cent over May, 1944, the general index unadjusted for number of business days or seasonal variations standing at 182.1 for May, at 174.6 for April and at 177.9 for May, 1944. On adjusting for number of business days and for normal seasonal movements, the seasonally adjusted index for May this year stands at 176.0 compared with 179.7 for April and 201.8 for March. The exceptionally high index for the latter month reflects the stimulus to retail business, and especially the clothing trades, due to the unseasonably warm weather which prevailed at that period.

May figures for individual trades reveal but minor movements whether the comparison be made with April or with May last year. Food store sales averaged 8 per cent higher in May of this year than last while restaurants reported a 2 per cent increase. On the other hand sales for stores specializing in clothing or shoes were lower, declines ranging from 2 per cent for women's specialty shops to 8 per cent for men's clothing stores being reported.

Sales for stores in the general merchandise group including department stores, country general stores and variety stores were practically unchanged from May a year ago. The same applies to furniture stores, hardware stores and radio and electrical stores. Drug store sales gained 6 per cent and jewellery stores registered an increase of 9 per cent.

Indexes of sales are not computed for candy shops or for retail furriers but returns from a sample number of stores in these trades reveal May sales 3 per cent and 19 per cent respectively higher than in May, 1944.

Retail sales in British Columbia averaged 7 per cent higher in May of this year than last with sales for the year-to-date standing 8 per cent above the corresponding five-month period of 1944. With the exception of radio and electrical shops which registered a 9 per cent decrease all trades in this province, for which separate figures are available, registered moderate increases.

Retail sales in other regions were within narrow limits of the volume of business reported in May last year. The Prairie Provinces reported an average increase of 3 per cent, Ontario and Quebec reported increases of 2 per cent, while sales in the Maritime Provinces were off slightly by 1 per cent compared with May, 1944.

Departmental Analysis of Department Store Sales

Reports on a departmental basis revealed declines predominating among results for the various departments. An increase of 17 per cent in stationery and book departments was outstanding. Minor gains occurred in sales of drug, piece goods, smallwares, food and furniture. Hardware sales in department stores were on a par with those reported for May last year, while declines ranging from 1 to 8 per cent were reported for other departments.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on Dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in May, 1945 Compared With Sales in			Sales in Jan.-May, 1945 Compared With Sales in	
	May, 1941	May, 1944	Apr., 1945	Jan.-May, 1941	Jan.-May, 1944
	%	%	%	%	%
GENERAL INDEX	+29.1	+ 2.4	+ 4.3	+42.3	+ 6.6
General Merchandise Group:					
Country General Stores	+43.4	+ 1.0	+13.7	+52.1	+ 4.9
Department Stores	+21.3	- 2.0	- 1.2	+39.0	+ 8.4
Variety Stores	+20.3	+ 0.6	+ 7.1	+39.4	+ 8.1
Food Group:					
Food Stores	+30.9	+ 7.7	+ 5.8	+40.1	+ 5.7
Restaurants	+58.9	+ 1.9	- 0.1	+68.2	+ 1.6
Clothing Group:					
Family Clothing Stores	+31.1	- 1.9	+ 3.0	+50.3	+ 9.4
Men's Clothing Stores	+23.9	- 7.7	+ 1.1	+38.6	+ 4.3
Women's Clothing Stores	+41.1	- 1.7	- 0.2	+56.5	+ 8.8
Shoe Stores	+31.2	- 4.5	+ 5.0	+52.2	+ 8.4
Household and Personal Effects Group:					
Drug Stores	+41.1	+ 5.9	+ 1.9	+47.2	+ 5.6
Furniture Stores	- 5.0	+ 0.7	+ 4.8	+ 8.3	+11.4
Hardware Stores	+18.4	+ 1.8	+ 2.3	+42.5	+13.5
Jewellery Stores (b)	+56.1	+ 9.2	+ 5.9	+70.2	+12.0
Radio and Electrical Stores	-30.4	+ 0.5	+ 5.2	-18.7	+ 1.3

(b) Based on sales including the Federal tax introduced in June, 1942.

Note: Re Revisions to 1944 Indexes

It is customary to revise these monthly indexes as soon as possible after the close of each year to make allowance for returns received too late for inclusion in the original index numbers. These revisions have recently been completed for 1944 and are incorporated in this issue of the monthly bulletin. The complete series of 1944 revised indexes will appear in a supplementary bulletin to be issued in the near future.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

May, 1944 and May, 1945
(Based on dollar sales of 18 firms including mail order houses)

	May, 1944	May, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	30,187,650	29,638,950	- 1.8
1. Women's dresses, coats and suits	3,771,581	3,510,060	- 6.9
2. Girls' and infants' wear	1,209,103	1,153,406	- 4.6
3. Hosiery and gloves	1,200,666	1,132,168	- 5.7
4. Lingerie and corsets	1,364,174	1,268,988	- 7.0
5. Millinery	376,827	385,584	+ 2.3
6. Women's and children's apparel - (Total, 1-5)	7,922,351	7,450,206	- 6.0
7. Men's and boys' clothing and furnishings	3,247,461	2,989,776	- 7.9
8. Drugs and toilet articles and preparations	820,343	881,949	+ 7.5
9. Piece goods	2,246,953	2,385,740	+ 6.2
10. Smallwares	960,809	1,001,242	+ 4.2
11. Food and kindred products	2,496,941	2,671,553	+ 7.0
12. Furniture (including mattresses and springs)	1,997,589	2,064,979	+ 3.4
13. Home furnishings	2,465,737	2,268,542	- 8.0
14. Household appliances and electrical supplies	546,966	535,929	- 2.0
15. Hardware and kitchen utensils	1,392,099	1,388,058	- 0.3
16. Radios, musical instruments and supplies	172,982	165,605	- 4.3
17. Shoes and other footwear	2,397,263	2,281,956	- 4.8
18. Stationery, books and magazines	355,888	415,387	+16.7
19. All other departments, total	3,164,268	3,138,028	- 0.8

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
May, 1939	107.7	103.0	108.0	99.6	101.4	98.4	106.9	107.7
May, 1941	141.1	133.2	126.9	112.7	134.3	129.2	159.8	159.7
May, 1942	158.4	148.9	143.5	131.8	142.2	140.1	186.4	180.6
May, 1943	165.3	157.3	162.8	150.4	139.1	138.7	190.0	184.8
May, 1944	177.9	171.0	180.2	166.5	166.2	160.0	191.1	191.8
1944								
June	178.1	173.0	170.0	164.4	150.5	143.4	196.1	189.5
July	155.1	170.9	170.6	160.1	116.8	157.0	181.1	186.8
August	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
September ..	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
October	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
November ...	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December ...	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February ...	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.1	176.0	182.0	168.6	162.9	157.3	192.3	195.2

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
May, 1939	109.7	108.7	100.5	98.7	(a)	(a)	95.0	98.0
May, 1941	146.8	141.4	121.0	117.3	145.3	138.5	135.4	137.0
May, 1942	169.8	157.0	147.3	144.6	166.5	154.5	158.9	156.6
May, 1943	176.7	167.1	178.8	177.3	182.1	171.0	162.9	160.5
May, 1944	178.5	175.4	188.8	184.7	194.2	186.6	181.6	185.9
1944								
June	194.0	191.8	187.9	187.4	188.4	182.4	188.3	179.9
July	164.6	174.9	195.7	188.3	157.6	188.7	142.3	179.0
August	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
September ..	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
October	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
November ...	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December ...	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February ...	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.2	189.6	192.3	187.6	190.5	185.2	167.7	173.7

(a) Not available.

(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
May, 1939	104.2	100.4	112.4	100.1	102.7	105.7	125.2	99.9
May, 1941	141.1	133.3	143.7	127.0	126.5	126.1	175.7	140.2
May, 1942	167.3	153.8	168.7	145.1	144.3	146.6	162.8	131.5
May, 1943	181.1	170.4	176.8	150.9	159.3	162.4	149.2	119.1
May, 1944	202.5	192.0	197.4	177.2	168.6	173.6	165.8	132.3
1944								
June	191.8	179.4	212.7	165.3	168.1	177.1	139.6	141.0
July	154.6	189.1	164.0	184.5	168.1	171.4	116.5	155.1
August	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
September ..	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
October	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
November ...	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December ...	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February ...	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	199.1	191.0	188.5	171.3	178.5	183.8	167.0	134.8

Year and Month	Hardware		Jewellery(b)		Radio and Electrical	
	A	B	A	B	A	B
May, 1939	136.9	101.7	82.1	(a)	122.4	105.3
May, 1941	172.7	128.3	127.2	141.8	167.0	143.7
May, 1942	179.5	138.7	149.2	172.9	153.7	137.5
May, 1943	175.6	133.0	161.2	186.8	117.0	104.7
May, 1944	200.9	149.3	181.9	202.7	115.6	99.4
1944						
June	194.5	160.9	195.1	205.8	110.4	115.1
July	176.3	162.8	176.2	216.5	91.9	110.2
August	178.7	166.9	190.8	198.0	94.8	104.1
September ..	182.3	153.1	201.2	223.1	112.2	100.4
October	184.4	164.2	200.2	224.4	113.9	99.3
November ...	181.1	180.4	249.3	244.5	119.0	104.2
December ...	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February ...	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.5	154.9	198.6	221.3	116.2	100.0

(a) Not available.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
May, 1942	181.6	152.7	173.7	236.3	173.8	213.2	176.9
May, 1943	199.8	180.6	169.9	251.3	190.7	244.6	218.1
May, 1944	220.3	206.8	211.5	252.5	202.8	258.0	247.9
1945							
April	210.9	176.4	210.8	231.5	199.8	249.8	233.3
May	218.0	209.7	202.7	237.6	209.6	247.1	226.4
% Change, May, 1945 / May, 1944	- 1.0	+ 1.4	- 4.2	- 5.9	+ 3.4	- 4.2	- 8.7
% Change, Jan.-May, 1945 / Jan.-May, 1944	+ 6.0	+ 6.7	+ 6.7	+ 6.4	+ 5.6	+ 1.5	+ 7.1
Quebec							
May, 1942	173.6	172.9	156.1	218.8	172.3	145.6	198.5
May, 1943	180.5	188.7	161.3	223.6	182.9	167.9	210.7
May, 1944	190.7	211.5	189.3	228.4	180.6	177.3	218.7
1945							
April	186.1	181.0	182.2	202.8	192.1	190.9	197.6
May	194.2	205.4	183.2	229.1	193.9	194.3	213.8
% Change, May, 1945 / May, 1944	+ 1.8	- 2.9	- 3.2	+ 0.3	+ 7.4	+ 9.6	- 2.2
% Change, Jan.-May, 1945 / Jan.-May, 1944	+ 6.4	+ 3.3	+ 9.4	+ 8.5	+ 4.9	+ 7.8	+ 8.3
Ontario							
May, 1942	155.7	145.5	142.3	171.3	170.5	146.1	141.7
May, 1943	155.5	158.4	129.9	171.4	170.9	177.7	147.7
May, 1944	166.7	167.7	157.4	170.9	172.3	192.7	156.1
1945							
April	164.3	146.9	151.7	165.2	176.4	192.9	154.0
May	170.6	163.5	153.0	175.3	186.7	191.9	153.9
% Change, May, 1945 / May, 1944	+ 2.3	- 2.5	- 2.8	+ 2.6	+ 8.4	- 0.4	- 1.4
% Change, Jan.-May, 1945 / Jan.-May, 1944	+ 7.1	+ 5.0	+ 9.7	+ 9.6	+ 6.2	- 0.6	+12.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's Clothing[a]	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery[b]	Radio and Electrical
			Maritime Provinces				
220.5	229.2	192.6	170.8	213.3	177.5	220.2	165.7
242.0	266.6	225.5	192.8	223.7	192.7	282.0	145.1
260.7	305.2	240.3	203.3	254.3	225.6	284.2	157.5
237.9	305.0	234.6	213.3	226.6	205.6	299.8	160.8
233.0	299.6	221.8	209.6	246.9	219.8	312.7	138.2
-10.6	- 1.8	- 7.7	+ 3.1	- 2.9	- 2.6	+10.0	-12.3
+ 3.6	+11.2	+ 8.6	+ 4.5	+ 5.8	+ 5.6	+ 9.3	+ 4.8
			Quebec				
176.1	180.0	166.6	141.4	195.8	208.2	133.7	197.8
175.0	191.0	175.8	155.5	163.6	197.3	134.0	150.5
193.9	203.1	192.9	164.1	188.7	232.6	160.0	146.2
161.8	186.3	169.0	179.0	162.9	213.8	172.5	135.2
175.2	192.0	174.3	175.4	183.1	235.6	171.1	158.1
- 9.6	- 5.5	- 9.6	+ 6.9	- 3.0	+ 1.3	+ 6.9	+ 8.1
- 0.2	+ 4.7	+ 9.1	+ 6.3	+11.5	+18.1	+16.8	+ 3.1
			Ontario				
146.6	157.9	164.4	140.8	143.8	170.1	148.3	137.2
146.5	170.7	166.8	152.0	132.8	158.7	149.6	93.6
165.2	192.5	188.0	158.4	142.1	177.5	169.3	89.9
156.1	193.3	166.4	161.7	144.2	163.9	174.2	84.3
154.2	189.9	176.5	168.1	146.3	174.6	196.1	86.6
- 6.7	- 1.4	- 6.1	+ 6.1	+ 3.0	- 1.6	+15.8	- 3.7
+ 7.5	+11.5	+ 6.9	+ 5.0	+11.4	+13.5	+15.3	- 2.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revisions)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
May, 1942	140.8	123.0	126.2	170.0	164.1	141.7	145.8
May, 1943	154.4	145.1	129.6	180.1	173.9	174.8	178.8
May, 1944	170.2	161.0	155.5	182.3	179.3	181.9	194.9
1945							
April	166.7	150.8	159.2	175.0	167.5	185.2	199.6
May	174.8	167.6	151.3	178.4	196.5	184.5	195.6
% Change,							
May, 1945 / May, 1944	+ 2.7	+ 4.1	- 2.7	- 2.1	+ 9.6	+ 1.4	+ 0.4
% Change,							
Jan.-May, 1945 / Jan.-May, 1944	+ 5.3	+ 4.1	+ 6.7	+ 3.3	+ 5.5	+ 1.3	+ 8.0
			British Columbia				
May, 1942	149.8	124.6	144.7	140.3	161.3	130.0	160.5
May, 1943	161.3	141.4	147.3	137.6	173.5	176.1	166.5
May, 1944	171.9	157.5	166.2	135.2	174.4	171.8	181.6
1945							
April	173.3	145.3	173.1	137.5	173.7	175.3	172.6
May	183.3	175.9	174.9	145.2	187.4	174.5	192.5
% Change,							
May, 1945 / May, 1944	+ 6.6	+11.7	+ 5.2	+ 7.4	+ 7.5	+ 1.6	+ 6.0
% Change,							
Jan.-May, 1945 / Jan.-May, 1944	+ 7.9	+ 9.3	+ 8.6	+ 8.3	+ 7.1	- 0.8	+ 9.6

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
142.1	148.6	166.7	145.6	115.5	165.6	145.0	145.1
164.9	163.2	175.0	163.7	116.2	174.2	176.9	138.5
189.6	194.5	199.1	173.7	129.7	195.7	206.2	143.9
171.8	201.0	194.2	178.3	161.1	198.0	198.4	141.6
162.0	193.5	203.5	181.7	141.2	208.8	200.5	153.9
-14.6	- 0.5	+ 2.2	+ 4.6	+ 8.9	+ 6.7	- 2.8	+ 6.9
- 0.7	+ 6.9	+ 7.8	+ 4.8	+13.0	+10.8	+ 1.0	+ 4.2
			British Columbia				
146.4	181.0	179.0	145.5	127.4	181.8	146.5	141.1
143.7	196.8	191.1	173.4	141.5	181.5	171.9	109.9
151.7	219.2	222.1	199.1	149.7	213.9	185.3	109.4
157.3	220.5	219.4	206.8	157.9	218.3	190.3	111.9
169.6	232.0	254.1	214.2	159.4	232.6	193.2	99.9
+11.8	+ 5.8	+14.4	+ 7.6	+ 6.5	+ 8.7	+ 4.3	- 8.7
+11.0	+ 8.1	+13.6	+ 9.8	+14.2	+15.7	+10.4	+ 2.1

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

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Monthly Indexes of Retail Sales in Canada, June, 1945
(1935-1939 = 100)

The dollar volume of retail sales in Canada increased 10 per cent in June of this year over last and was 8 per cent greater than in May, 1945, according to reports from a sample number of firms representing 14 trades. June stands higher in sales volume than any other month of the year to-date, the unadjusted index (on the base, 1935-1939 = 100) moving to 196.3 from 182.0 for May, 1945 and comparing with an index of 178.1 in June, 1944. Sales in the first half of this year were 7 per cent above those for the same period in 1944. The occurrence in June this year of five Saturdays, conventional shopping day for many consumers, accounts for a portion of the increase over June, 1944 which contained only four Saturdays.

Purchases by service personnel returning from overseas, added to current high level expenditures of civilian consumers, brought about large increases in sales of apparel and gift merchandise. There was a strong demand for footwear and sales of shoe stores increased 23 per cent over June of last year. Family clothing stores and women's apparel shops reported gains of 15 and 14 per cent. Personal clothing requirements of returned men do not feature largely in June sales of men's specialty shops which were up 12 per cent over June a year ago. A marked upward trend in sales of furriers has been attributed to heavy gift demand by returned men. Sales of retail fur shops were 28 per cent greater in June of this year than last. Jewellery stores, benefitting from the removal of restrictions affecting styles and manufacture some months ago, have been able to secure a more diversified range of merchandise. This factor combined with continued heavy gift demand, led to a gain of 17 per cent in sales for this trade over June, 1944.

Furniture and hardware stores, under the impetus of an improved supply situation which began several months ago, continue to record sizeable gains in line with those shown for earlier months of this year. June increases amounted to 14 per cent for furniture stores and 12 per cent for hardware dealers. The 4 per cent increase in sales of radio and electrical stores may be attributed to the increased flow of small appliances to retail outlets, rather than to distribution of heavier gas and electrical household appliances. Although many of the restrictions imposed upon this type of merchandise were removed some time ago, output is delayed owing to the preoccupation of manufacturers with war contracts and the difficulty of securing materials and labour.

Food store sales were up 9 per cent over June a year ago. The greater part of this increase was due to the extra Saturday in June of this year. Factors which operated against even greater sales activity were shortages in meat and potato supplies which developed in June. Restaurant receipts were 6 per cent above those in June a year ago.

Among three types of stores handling a general line of merchandise, department stores led with a 13 per cent gain. Variety store sales were 9 per cent higher, while country general stores did 8 per cent more business in June of this year compared with June, 1944. Drug stores increased their sales volume by 10 per cent between June of the two years.

The usual monthly survey of chain candy firms revealed that sales volume was only 1 per cent greater in June of this year than last, the small margin of increase reflecting the reduction in sugar allotments.

Maritime Provinces

An overall sales increase of 9 per cent over June, 1944 was recorded in the Maritime Provinces. The average gain over the first half of the year amounted to 7 per cent. The increases were most pronounced in the women's apparel and footwear trades, June results indicating sales gains of 21 per cent in each case. Jewellery, family clothing and variety store sales were also substantially higher, while sales of radio and electrical stores showed greater expansion than in other provinces. An increase of only 1 per cent in hardware sales contrasts with the marked gains recorded for this trade in other regions.

Quebec

Quebec retailers moved sales ahead of June last year to a greater extent than did those in any of the other four economic divisions, a gain of 12 per cent comparing with a 7 per cent increase in the semi-annual comparison. Shoe, department and family clothing stores all reported increases in the vicinity of 20 per cent. An increase of 12 per cent in restaurant receipts exceeded the upward trend recorded elsewhere in Canada.

Ontario

Retail merchants in Ontario enjoyed an 11 per cent sales increase in June, while sales for the year to-date averaged 8 per cent above the corresponding six-month period a year ago. As in other parts of Canada, footwear sales showed greatest expansion, sales being up 22 per cent. Jewellery, women's clothing and furniture stores were among other trades which made notable gains.

Prairie Provinces

In the Prairie Provinces, retail business increased but little over the results obtained in earlier months of the year, the June increase of 7 per cent comparing with a 6 per cent rise in sales for the first half of the year. Although footwear sales were up 23 per cent, other trades recorded comparatively moderate increases. In the case of apparel stores, gains were somewhat smaller than those recorded in other regions.

British Columbia

Dollar sales in British Columbia were 11 per cent above June, 1944 figures and averaged 9 per cent higher for the first six months of this year over last. A 30 per cent gain in sales of shoe stores and a 25 per cent advance for hardware dealers featured the results for June. Sales of men's clothing and jewellery stores were also brisk.

Departmental Analysis of Department Store Sales

Total sales of those departmental firms which provided figures for various departments were 13 per cent higher in June, 1945 compared with June a year ago. All departments for which separate figures are compiled also registered gains over June, 1944, ranging as high as 19 per cent for the furniture department and the shoe department. Increases for other important departments stood at 13 per cent for women's and children's wear, 11 per cent for men's and boys' clothing and furnishings, 9 per cent for the food department, 15 per cent for piece goods, 18 per cent for smallwares, 7 per cent for home furnishings and 18 per cent for hardware and kitchen utensils.

This bulletin contains a summary of the cumulative sales of departmental firms for the first six months of this year and last with sales broken down as between various departments. Total sales to the end of June are shown to be 9 per cent greater than in the similar six-month period of 1944. Radio and music departments were not quite able to maintain last year's volume, but increases of fairly uniform proportions occurred in all other departments. Significant deviations from the average trend were gains of 16 per cent for piece goods, 15 per cent for furniture, 13 per cent for hardware and 12 per cent for stationery and book departments.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in June, 1945 Compared With Sales In			Sales in Jan.-June, 1945 Compared With Sales In	
	June, 1941	June, 1944	May, 1945	Jan.-June, 1941	Jan.-June, 1944
	%	%	%	%	%
GENERAL INDEX	+47.9	+10.2	+ 7.9	+43.3	+ 7.2
General Merchandise Group:					
Country General Stores	+58.2	+ 7.8	+ 0.6	+53.3	+ 5.4
Department Stores	+36.9	+12.5	+ 4.0	+38.6	+ 9.1
Variety Stores	+38.2	+ 8.5	+10.8	+39.1	+ 8.2
Food Group:					
Food Stores	+50.8	+ 8.4	+ 9.4	+42.0	+ 6.2
Restaurants	+66.7	+ 5.9	+ 3.6	+67.9	+ 2.3
Clothing Group:					
Family Clothing Stores	+57.8	+15.3	+15.0	+51.6	+10.4
Men's Clothing Stores	+53.5	+12.0	+25.3	+41.6	+ 5.9
Women's Clothing Stores	+63.8	+13.5	+ 9.5	+57.8	+ 9.7
Shoe Stores	+62.7	+22.9	+36.8	+55.0	+11.9
Household and Personal Effects Group:					
Drug Stores	+50.4	+ 9.9	+ 3.5	+47.8	+ 6.3
Furniture Stores	+17.9	+13.8	- 4.9	+ 9.9	+11.8
Hardware Stores	+37.6	+11.6	+ 5.9	+41.5	+13.1
Jewellery Stores (b)	+68.5	+16.5	+15.3	+69.6	+12.7
Radio and Electrical Stores	-15.7	+ 4.3	- 0.2	-18.3	+ 1.7

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
June, 1939	109.8	105.4	102.4	98.0	98.9	94.3	116.2	112.7
June, 1941	132.7	134.4	115.8	116.1	123.7	123.1	154.0	154.8
June, 1942	154.0	152.1	133.1	129.2	139.6	134.1	180.7	176.7
June, 1943	161.0	158.9	153.9	150.6	136.8	130.9	184.3	181.6
June, 1944	178.1	173.0	170.0	164.4	150.5	143.4	196.1	189.5
1944								
July	155.1	170.9	170.6	160.1	116.8	157.0	181.1	186.8
August	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
September ...	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
October	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.3	183.9	183.2	172.4	169.3	160.8	212.8	194.3

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
June, 1939	122.1	121.2	91.2	91.3	(a)	(a)	102.3	95.7
June, 1941	139.4	145.7	119.3	121.5	137.7	139.1	137.4	134.8
June, 1942	168.6	172.0	143.3	143.9	159.2	156.3	154.3	148.6
June, 1943	171.7	174.5	176.5	176.7	179.4	176.2	171.9	166.2
June, 1944	194.0	191.8	187.9	187.4	188.4	182.4	188.3	179.9
1944								
July	164.6	174.9	195.7	188.3	157.6	188.7	142.3	179.0
August	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
September ...	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
October	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June.....	210.2	196.4	198.9	198.4	217.3	199.5	210.9	188.2

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
June, 1939	104.4	92.4	132.1	103.9	98.9	104.2	100.5	101.5
June, 1941	132.9	123.4	160.7	130.4	122.9	133.5	134.7	141.0
June, 1942	159.1	151.8	182.0	144.2	139.4	148.3	132.3	133.6
June, 1943	174.7	166.0	202.6	163.7	154.2	164.0	118.6	121.2
June, 1944	191.8	179.4	212.7	165.3	168.1	177.1	139.6	141.0
1944								
July	154.6	189.1	164.0	184.5	168.1	171.4	116.5	155.1
August	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
September ...	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
October	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.7	196.0	261.4	190.6	184.8	190.8	158.8	154.4

Year and Month	Hardware		Jewellery(b)		Radio and Electrical	
	A	B	A	B	A	B
June, 1939	128.3	105.7	92.2	(a)	96.3	103.8
June, 1941	157.7	135.1	134.8	147.8	136.6	148.2
June, 1942	169.6	139.8	174.4	184.0	131.4	137.1
June, 1943	168.9	141.9	167.1	176.3	106.4	111.0
June, 1944	194.5	160.9	195.1	205.8	110.4	115.1
1944						
July	176.3	162.8	176.2	216.5	91.9	110.2
August	178.7	166.9	190.8	198.0	94.8	104.1
September ...	182.3	153.1	201.2	223.1	112.2	100.4
October	184.4	164.2	200.2	224.4	113.9	99.3
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	217.0	176.1	227.2	239.6	115.2	120.2

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
June, 1942	175.4	128.1	168.9	229.2	174.9	210.6	167.2
June, 1943	191.0	154.7	166.3	235.4	190.1	240.1	204.6
June, 1944	213.1	178.1	181.5	252.6	218.6	254.1	223.1
1945							
May	218.7	210.5	202.7	237.2	211.3	250.8	227.1
June	231.5	192.5	197.4	283.7	231.6	257.6	257.3
% Change, June, 1945 / June, 1944	+ 8.6	+ 8.1	+ 8.8	+12.3	+ 5.9	+ 1.4	+15.3
% Change, Jan.-June, 1945 / Jan.-June, 1944	+ 6.5	+ 7.0	+ 7.0	+ 7.5	+ 5.8	+ 1.7	+ 8.8
Quebec							
June, 1942	167.6	160.5	152.5	208.7	175.9	137.9	184.3
June, 1943	172.4	177.7	146.7	216.7	180.7	161.8	197.2
June, 1944	188.5	198.5	157.8	232.2	199.3	173.9	199.2
1945							
May	193.6	206.6	183.2	229.2	193.2	193.4	210.6
June	210.2	210.6	190.4	251.8	218.8	195.5	235.6
% Change, June, 1945 / June, 1944	+11.5	+ 6.1	+20.7	+ 8.4	+ 9.8	+12.4	+18.3
% Change, Jan.-June, 1945 / Jan.-June, 1944	+ 7.3	+ 4.0	+11.4	+ 8.5	+ 5.7	+ 8.5	+ 9.9
Ontario							
June, 1942	149.8	131.8	137.2	167.4	160.6	142.6	139.5
June, 1943	151.1	142.3	131.8	166.7	158.0	176.4	151.5
June, 1944	166.1	147.4	141.1	176.0	180.6	188.8	159.1
1945							
May	170.7	163.8	152.9	174.6	186.6	191.8	152.4
June	184.4	166.0	161.6	193.5	193.9	196.6	180.8
% Change, June, 1945 / June, 1944	+11.0	+12.6	+14.5	+ 9.9	+ 7.4	+ 4.1	+13.6
% Change, Jan.-June, 1945 / Jan.-June, 1944	+ 7.8	+ 6.4	+10.5	+ 9.6	+ 6.4	+ 0.2	+12.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
215.2	201.5	200.2	163.3	181.8	168.0	253.7	169.0
235.3	213.1	241.7	182.4	198.1	184.2	282.1	139.3
257.7	244.5	248.8	198.0	215.3	223.5	297.1	136.4
232.3	300.1	221.6	210.3	244.6	219.8	309.4	135.7
280.2	295.8	301.0	219.4	237.4	225.4	349.1	151.9
+ 8.7	+21.0	+21.0	+10.8	+10.3	+ 0.9	+17.5	+11.4
+ 4.6	+12.9	+11.3	+ 5.6	+ 6.5	+ 4.6	+10.5	+ 5.6
			Quebec				
164.1	173.6	172.0	137.5	130.9	194.4	167.7	148.0
175.1	185.0	191.0	145.3	115.3	184.2	141.5	130.1
186.9	196.4	195.9	159.5	138.2	214.9	175.6	127.8
175.6	190.9	175.5	175.5	180.7	236.7	164.8	155.4
206.5	217.6	239.4	178.4	155.4	238.5	201.7	133.8
+10.5	+10.8	+22.2	+11.8	+12.4	+11.0	+14.9	+ 4.7
+ 2.0	+ 5.8	+12.3	+ 7.2	+11.4	+15.4	+15.7	+ 3.0
			Ontario				
145.8	154.1	190.6	137.9	128.9	159.1	170.0	117.3
162.8	168.8	204.2	149.0	106.2	152.6	155.1	82.7
178.0	183.8	214.3	159.6	123.8	169.5	181.9	89.5
154.6	188.8	181.4	168.3	149.5	174.8	194.9	86.9
204.1	215.6	261.5	175.0	144.0	192.1	220.9	94.5
+14.7	+17.3	+22.0	+ 9.6	+16.3	+13.3	+21.4	+ 5.6
+ 9.0	+12.4	+10.9	+ 5.8	+12.8	+13.5	+16.4	- 0.8

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
June, 1942	138.8	117.5	125.3	163.3	171.5	137.3	138.4
June, 1943	156.3	147.6	128.3	178.9	179.8	177.4	187.6
June, 1944	175.2	162.0	145.0	190.2	205.4	190.2	206.1
1945							
May	174.6	166.4	151.3	178.3	196.4	183.3	195.3
June	187.9	171.7	155.5	192.4	223.1	198.8	230.6
% Change, June, 1945 / June, 1944	+ 7.2	+ 6.0	+ 7.2	+ 1.2	+ 8.6	+ 4.5	+11.9
% Change, Jan.-June, 1945 / Jan.-June, 1944	+ 5.6	+ 4.3	+ 6.8	+ 2.8	+ 6.1	+ 1.8	+ 8.8
British Columbia							
June, 1942	155.3	133.4	148.4	141.4	173.2	130.8	165.8
June, 1943	161.3	141.4	144.4	134.6	177.6	169.9	175.2
June, 1944	181.1	167.3	167.1	144.1	197.8	172.6	190.6
1945							
May	183.5	176.1	174.8	145.2	188.5	173.0	194.3
June	201.6	182.4	185.9	152.1	216.8	183.2	219.3
% Change, June, 1945 / June, 1944	+11.3	+ 9.0	+11.3	+ 5.6	+ 9.6	+ 6.1	+15.1
% Change, Jan.-June, 1945 / Jan.-June, 1944	+ 8.5	+ 9.2	+ 9.0	+ 7.8	+ 7.7	+ 0.2	+10.9

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery(b)	Radio and Electrical
			Prairie Provinces				
134.5	130.1	165.0	136.0	108.5	160.6	165.2	126.1
168.5	155.7	193.2	160.2	118.4	174.9	183.7	131.0
194.7	181.4	206.2	177.8	135.3	203.6	221.0	144.7
165.1	195.5	203.6	181.4	139.8	209.7	204.2	152.2
202.8	195.9	254.5	189.2	151.7	222.3	230.3	147.3
+ 4.2	+ 8.0	+23.4	+ 6.4	+12.1	+ 9.2	+ 4.2	+ 1.8
+ 0.5	+ 7.2	+11.0	+ 5.1	+12.6	+10.5	+ 1.9	+ 3.6
			British Columbia				
147.6	169.7	168.9	139.8	138.6	174.1	167.9	150.2
161.3	188.9	205.1	168.2	125.6	170.6	179.3	113.8
176.8	213.1	232.7	191.9	160.8	202.8	193.7	108.7
169.1	235.0	253.4	213.8	157.4	229.7	196.2	99.7
211.7	227.6	303.5	218.4	184.0	254.3	227.3	108.9
+19.7	+ 6.8	+30.4	+13.8	+14.4	+25.4	+17.3	+ 0.2
+12.7	+ 8.1	+16.9	+10.4	+14.0	+17.3	+12.0	+ 1.7

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1944 and June, 1945
(Based on dollar sales of 17 firms including mail order houses)

	June, 1944	June, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	26,865,419	30,455,406	+13.4
1. Women's dresses, coats and suits	3,068,997	3,629,380	+18.3
2. Girls' and infants' wear	944,036	1,088,098	+15.3
3. Hosiery and gloves	1,000,864	1,089,984	+ 8.9
4. Lingerie and corsets	1,326,870	1,339,086	+ 0.9
5. Millinery	283,981	332,714	+17.2
6. Women's and children's apparel- (Total, 1-5)	6,624,748	7,479,262	+12.9
7. Men's and boys' clothing and furnishings	3,039,712	3,377,589	+11.1
8. Drugs and toilet articles and preparations	818,668	923,238	+12.8
9. Piece goods	2,118,025	2,439,604	+15.2
10. Smallwares	882,112	1,038,390	+17.7
11. Food and kindred products	2,332,937	2,552,579	+ 9.4
12. Furniture (including mattresses and springs)	1,680,072	2,001,107	+19.1
13. Home furnishings	2,061,001	2,205,802	+ 7.0
14. Household appliances and electrical supplies	459,601	534,901	+16.4
15. Hardware and kitchen utensils	1,166,689	1,381,930	+18.4
16. Radios, musical instruments and supplies	190,263	191,308	+ 0.5
17. Shoes and other footwear	2,136,621	2,534,409	+18.6
18. Stationery, books and magazines	360,621	415,409	+15.2
19. All other departments, total	2,994,349	3,379,878	+12.9

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-June, 1944 and January-to-June, 1945

	Jan.-to-June, 1944	Jan.-to-June, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	158,794,010	173,705,200	+ 9.4
1. Women's dresses, coats and suits	18,999,596	20,826,196	+ 9.6
2. Girls' and infants' wear	6,416,054	7,058,980	+10.0
3. Hosiery and gloves	6,494,234	6,678,526	+ 2.8
4. Lingerie and corsets	7,424,547	7,485,017	+ 0.8
5. Millinery	1,977,290	2,236,312	+13.1
6. Women's and children's apparel-(Total, 1-5)	41,311,721	44,285,031	+ 7.2
7. Men's and boys' clothing and furnishings	17,117,257	18,297,909	+ 6.9
8. Drugs and toilet articles and preparations	4,730,461	5,181,593	+ 9.5
9. Piece goods	13,179,534	15,301,127	+16.1
10. Smallwares	5,635,412	6,123,276	+ 8.7
11. Food and kindred products	14,360,788	15,536,526	+ 8.2
12. Furniture (including mattresses and springs)	9,813,925	11,238,876	+14.5
13. Home furnishings	11,708,285	12,504,435	+ 6.8
14. Household appliances and electrical supplies	2,768,942	2,965,395	+ 7.1
15. Hardware and kitchen utensils	6,582,943	7,431,310	+12.9
16. Radios, musical instruments and supplies	1,181,010	1,172,783	- 0.7
17. Shoes and other footwear	11,351,347	12,635,386	+11.3
18. Stationery, books and magazines	2,385,132	2,672,132	+12.0
19. All other departments, total	16,667,253	18,359,421	+10.2

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Monthly Indexes of Retail Sales in Canada, July, 1945
(1935-1939 = 100)

The high level of retail trading recorded in June was continued in July according to indexes of sales computed from returns received from a sample number of firms representing 14 different retail trades. July sales, while receding seasonally from the June figure, stood 10 per cent higher than the dollar volume of business transacted in July a year ago. This is identical with the corresponding increase recorded in June of this year compared with last while sales for the first seven months of 1945 averaged 8 per cent higher than in the corresponding seven-month period of 1944. The general retail sales index for July, unadjusted for differences in the numbers of business days or for normal seasonal changes, (on the base, 1935-1939=100) stood at 170.7 for July, at 196.6 for June and at 155.1 for July a year ago.

Various factors may be quoted as contributing to the high level of retail trading but just what contribution each factor has made to the general result it is impossible to gauge. The return of service personnel from overseas and their re-establishment in civilian life, population shifts from some war production and military centres to other areas, continued improvement in the supply situation together with the continued high level of purchasing power may all be quoted as stimulants to retail purchasing.

The spread in retail sales between July of this year and last conformed closely with the corresponding results for June in the case of the general merchandise and food groups of stores. On the other hand, the July spread over last year was somewhat smaller than the June figure for the clothing group and, reflecting the continued improvement in the supply situation of durable merchandise, it exceeded the June figure for stores specializing in household effects.

Country general store sales in July were practically unchanged from June and stood 7 per cent higher than in July a year ago while sales for the first seven months of the year were 6 per cent above the corresponding period of 1944. July sales of department stores receded 21 per cent below June but averaged 14 per cent above July, 1944 with sales for the year to date standing 10 per cent above the corresponding period of last year. Variety stores continue to report gains over 1944 with July sales recording an advance of 9 per cent compared with a similar gain in June and an increase of 8 per cent for the year to date.

July sales of food stores averaged 9 per cent higher than in July a year ago, a result conforming closely with the 8 per cent gain recorded in the June comparison and the 7 per cent increase recorded for the first seven months of the current year compared with the corresponding period a year ago. Restaurants transacted 6 per cent more business in July of this year than last compared with a similar percentage increase in June and a gain of 3 per cent for the year to date.

Gains in July of this year over last were smaller for all branches of the clothing trade than the corresponding June increases. Family clothing store sales were 14 per cent higher than in July a year ago, gains for men's and for women's specialty shops were similar at 7 per cent while shoe store sales were up 15 per cent.

Drug store sales averaged 6 per cent higher in July of this year than last, results for all regions of the country excepting British Columbia conforming closely with this average. Here a marked gain of 16 per cent was recorded, a result conforming with the major increases which occurred in most branches of retail trading in that province.

Improvement in the supply position and the heavy demand for household effects are reflected in July sales for stores specializing in consumers' durable goods. July sales of furniture stores were 18 per cent above July a year ago with sales for the first seven months of the year standing 13 per cent above the corresponding period of 1944. The July increase for hardware stores was 19 per cent while that for radio and electrical stores was 18 per cent. Cumulative results for the first seven months of this year compared with last show gains of 14 and 4 per cent respectively for these two types of business.

Jewellery stores continue to record major increases in dollar turnover with July sales this year ranging 24 per cent above those of July, 1944 and cumulative figures for the first seven months of the year up 15 per cent over the corresponding period a year ago.

The usual monthly survey of chain candy firms shows July sales for this trade 3 per cent higher than last year. Sales for the year to date are up by a similar percentage.

Maritime Provinces

Retail sales in this region averaged 8 per cent higher in July of this year than last with all trades for which figures are available contributing to the increase. Three trades reported increases of more than 15 per cent compared with July, 1944. Hardware stores and women's clothing stores reported increases of 18 per cent while family clothing stores reported a 20 per cent gain. The average overall gain in the Maritime Provinces for the first seven months of this year compared with last amounted to 7 per cent.

Quebec

Quebec sales in July ranged 9 per cent above the corresponding period of 1944 with sales for the first seven months of the current year averaging 8 per cent above the corresponding period of last year. A marked increase of 20 per cent over July, 1944 was recorded for department stores. Other major gains included increases of 16 per cent for furniture and radio and electrical stores, 22 per cent for hardware and 31 per cent for jewellery stores.

Ontario

Retail sales in Ontario averaged 11 per cent higher in July of this year than last with results for the first seven months of the year showing an average increase of 8 per cent. Restaurant receipts were practically unchanged in July of this year compared with last while all other trades recorded substantial increases, ranging as high as 29 per cent for jewellery stores. Other important gains included a 24 per cent increase for hardware stores, 22 per cent for furniture, 18 per cent for shoe stores, 16 per cent for family clothing stores, and 15 per cent for department stores.

Prairie Provinces

The July increase in sales in this region was similar to that for the Maritime Provinces, standing at 8 per cent. Apart from a marked gain for the radio and electrical trade, the increases recorded for other trades in this region were generally lower than those reported elsewhere. Cumulative totals for the first seven months of the year reveal an average increase of 6 per cent.

British Columbia

A marked increase of 13 per cent in this province forms an outstanding feature of the comparison of retail sales between July of this year and last. Seven of the 14 kinds of business for which figures are compiled reported increases of 15 per cent or more compared with July a year ago. These increases were as follows; 15 per cent for department stores, 16 per cent for drug stores, 17 per cent for hardware stores, 19 per cent for shoe, furniture and radio and electrical stores, and 22 per cent for jewellery stores. British Columbia sales for the first seven months of the year averaged 9 per cent higher than in the corresponding period of 1944.

Departmental Analysis of Department Store Sales

Total sales of 17 firms which reported separate figures for selected departments were 14 per cent greater in July this year compared with July a year ago. The improved supply situation in some lines is reflected in 20 per cent increases which occurred in sales of hardware, radio and music and shoe departments. Although women's apparel as a whole recorded a gain which was similar to the average increase for all departments, there were notable increases among the component items, particularly dresses, coats, suits and millinery. Sales of household appliances increased by 9 per cent over July of last year and sales of drug departments registered a 10 per cent gain. Results for other departments revealed increases which were within narrow limits of the average gain for all departments.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in July, 1945 Compared With Sales In			Sales in Jan.-July, 1945 Compared With Sales In	
	July, 1941	July, 1944	June, 1945	Jan.-July, 1941	Jan.-July, 1944
	%	%	%	%	%
GENERAL INDEX	+37.1	+10.1	-13.2	+42.4	+ 7.6
General Merchandise Group:					
Country General Stores	+44.6	+ 6.7	- 0.8	+51.8	+ 5.7
Department Stores	+30.1	+13.9	-21.3	+37.5	+ 9.6
Variety Stores	+29.3	+ 8.7	- 7.3	+37.5	+ 8.2
Food Group:					
Food Stores	+34.3	+ 8.5	-15.3	+41.0	+ 6.6
Restaurants	+57.2	+ 6.0	+ 4.2	+66.2	+ 2.9
Clothing Group:					
Family Clothing Stores	+53.0	+13.8	-17.1	+51.7	+10.8
Men's Clothing Stores	+36.8	+ 7.1	-28.1	+41.1	+ 6.2
Women's Clothing Stores	+48.6	+ 7.0	-24.1	+56.6	+ 9.3
Shoe Stores	+63.4	+15.3	-27.6	+56.2	+12.4
Household and Personal Effects Group:					
Drug Stores	+39.9	+ 6.2	- 3.3	+46.6	+ 6.3
Furniture Stores	+19.8	+18.4	-13.8	+11.4	+12.8
Hardware Stores	+37.3	+19.1	- 3.9	+40.9	+14.2
Jewellery Stores (b)	+64.2	+23.8	- 5.4	+69.2	+14.7
Radio and Electrical Stores	-22.7	+17.6	- 6.8	-18.9	+ 3.8

(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1944 and July, 1945
(Based on dollar sales of 17 firms including mail order houses)

	July, 1944	July, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	20,652,934	23,610,880	+14.3
1. Women's dresses, coats and suits	1,922,029	2,382,708	+24.0
2. Girls' and infants' wear	658,722	741,586	+12.6
3. Hosiery and gloves	722,065	785,518	+ 8.8
4. Lingerie and corsets	1,025,287	1,016,482	- 0.9
5. Millinery	143,527	172,147	+19.9
6. Women's and children's apparel - (Total, 1-5).	4,471,630	5,098,441	+14.0
7. Men's and boys' clothing and furnishings	2,091,622	2,348,664	+12.3
8. Drugs and toilet articles and preparations ...	740,969	817,641	+10.3
9. Piece goods	1,741,121	1,990,481	+14.3
10. Smallwares	744,796	841,784	+13.0
11. Food and kindred products	2,045,681	2,296,599	+12.3
12. Furniture (including mattresses and springs)..	1,422,922	1,603,089	+12.7
13. Home furnishings	1,546,828	1,765,786	+14.2
14. Household appliances and electrical supplies .	393,255	429,123	+ 9.1
15. Hardware and kitchen utensils	921,884	1,101,234	+19.5
16. Radios, musical instruments and supplies	148,763	177,876	+19.6
17. Shoes and other footwear	1,471,857	1,765,865	+20.0
18. Stationery, books and magazines	311,903	361,595	+15.9
19. All other departments, total	2,599,703	3,012,702	+15.9

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
July, 1939	91.3	103.8	104.9	99.0	75.0	101.2	108.3	112.2
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1942	140.0	149.7	141.2	130.9	112.6	145.5	176.3	176.2
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1944	155.1	170.9	170.6	160.1	116.8	157.0	181.1	186.8
1944								
August	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
September ...	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
October	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.6	184.2	183.5	172.6	169.1	160.6	212.3	193.9
July	170.7	189.4	182.1	176.3	133.0	178.7	196.8	203.9

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
July, 1939	100.8	107.5	96.2	92.0	(a)	(a)	79.7	101.1
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1942	151.8	153.8	153.9	146.2	139.3	160.6	124.5	150.6
July, 1943	169.7	160.7	188.5	177.9	162.2	178.7	144.1	165,3
July, 1944	164.6	174.9	195.7	188.3	157.6	188.7	142.3	179.0
1944								
August	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
September ...	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
October	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.6	189.0	207.5	200.4	179.3	215.5	152.4	192.5

(a) Not available.

(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
July, 1939	80.0	99.0	89.6	100.4	99.6	102.2	78.8	104.9
July, 1941	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1942	137.7	162.6	143.5	155.7	142.3	145.0	118.3	152.1
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1944	154.6	189.1	164.0	184.5	168.1	171.4	116.5	155.1
1944								
August	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
September ...	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
October	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	160.0	155.5
July	165.4	203.2	189.1	214.5	178.6	186.3	137.9	183.6

Year and Month	Hardware		Jewellery(b)		Radio and Electrical	
	A	B	A	B	A	B
July, 1939	118.3	109.7	75.1	(a)	84.0	109.8
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1942	163.0	145.4	136.6	161.4	120.0	138.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1944	176.3	162.8	176.2	216.5	91.9	110.2
1944						
August	178.7	166.9	190.8	198.0	94.8	104.1
September ...	182.3	153.1	201.2	223.1	112.2	100.4
October	184.4	164.2	200.2	224.4	113.9	99.3
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.9	195.4	218.1	268.1	108.1	129.7

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Maritime Provinces				
July, 1942	166.2	133.6	135.6	220.9	172.0	236.6	146.6
July, 1943	194.0	165.9	139.9	237.8	207.6	260.8	193.4
July, 1944	194.8	177.7	139.3	232.0	205.6	268.7	187.0
1945							
June	233.0	193.4	198.0	278.8	234.0	260.9	258.1
July	211.2	194.4	149.9	249.9	218.5	279.4	223.7
% Change,							
July, 1945 ..... / July, 1944	+ 8.4	+ 9.4	+ 7.6	+ 7.7	+ 6.3	+ 4.0	+19.6
% Change,							
Jan.-July, 1945 / Jan.-July, 1944	+ 6.9	+ 7.5	+ 7.2	+ 7.2	+ 6.1	+ 2.3	+10.3
			Quebec				
July, 1942	141.3	169.1	108.2	196.1	141.2	138.9	151.0
July, 1943	153.1	186.9	108.8	206.8	157.3	165.1	172.4
July, 1944	153.1	195.1	109.6	204.3	154.5	173.4	160.3
1945							
June	210.6	212.0	189.5	252.0	220.2	195.9	230.5
July	167.4	201.1	131.4	216.7	166.1	197.0	178.2
% Change,							
July, 1945 ..... / July, 1944	+ 9.3	+ 3.1	+19.9	+ 6.1	+ 7.5	+13.6	+11.2
% Change,							
Jan.-July, 1945 / Jan.-July, 1944	+ 7.6	+ 4.0	+12.2	+ 8.2	+ 6.0	+ 9.3	+ 9.6
			Ontario				
July, 1942	134.2	143.9	105.6	162.5	148.0	147.8	124.8
July, 1943	142.1	158.3	101.4	165.4	160.8	183.2	131.4
July, 1944	141.9	160.5	104.6	162.7	152.7	191.1	132.1
1945							
June	184.7	165.7	161.0	193.3	194.3	196.7	183.0
July	157.7	173.7	120.7	183.5	166.9	194.3	153.5
% Change,							
July, 1945 ..... / July, 1944	+11.1	+ 8.2	+15.4	+12.8	+ 9.3	+ 1.7	+16.2
% Change,							
Jan.-July, 1945 / Jan.-July, 1944	+ 8.3	+ 6.7	+11.0	+10.1	+ 6.8	+ 0.4	+13.2

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
193.3	159.0	167.6	171.4	156.6	161.8	226.7	151.3
237.2	194.6	216.9	194.3	161.7	187.2	295.9	124.2
225.3	190.8	209.0	200.3	169.6	202.9	296.6	110.3
284.7	295.6	302.4	218.6	237.1	231.8	361.9	160.2
243.2	225.5	239.6	212.4	193.6	238.4	326.9	116.8
+ 7.9	+18.2	+14.6	+ 6.0	+14.2	+17.5	+10.2	+ 5.9
+ 5.3	+13.5	+11.9	+ 5.6	+ 7.5	+ 7.3	+11.1	+ 6.6
			Quebec				
127.1	134.3	132.9	139.0	112.7	185.4	115.7	117.9
137.1	142.5	151.3	150.3	100.5	178.6	130.7	107.0
133.9	134.4	141.8	160.6	107.5	187.9	136.5	106.6
207.3	218.5	237.6	178.7	155.9	238.5	204.2	130.8
137.2	138.7	158.1	168.7	125.0	228.6	179.0	123.3
+ 2.5	+ 3.2	+11.5	+ 5.0	+16.3	+21.7	+31.1	+15.7
+ 2.2	+ 5.6	+12.4	+ 6.9	+12.0	+16.4	+18.0	+ 4.3
			Ontario				
111.4	137.9	139.8	139.5	115.3	149.3	131.0	105.3
125.1	148.8	152.6	153.1	100.2	144.2	151.3	78.8
127.1	156.1	159.8	161.1	103.1	147.5	163.6	72.1
204.7	215.4	262.4	174.9	146.2	194.9	224.9	95.0
139.9	169.8	189.2	169.7	125.7	183.3	211.6	79.3
+10.1	+ 8.8	+18.4	+ 5.3	+21.9	+24.3	+29.3	+10.0
+ 9.2	+11.9	+12.1	+ 5.7	+14.3	+15.5	+18.7	+ 0.6

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
July, 1942	137.5	127.5	109.2	177.3	170.9	160.6	131.4
July, 1943	159.2	157.1	110.8	190.7	197.2	202.4	179.4
July, 1944	164.4	161.8	120.2	191.3	194.9	210.4	179.1
1945							
June	187.9	170.7	156.2	192.6	222.8	197.8	231.5
July	178.2	172.0	132.7	196.6	211.1	222.8	202.2
% Change,							
July, 1945 ..... / July, 1944	+ 8.4	+ 6.3	+10.4	+ 2.8	+ 8.3	+ 5.9	+12.9
% Change,							
Jan.-July, 1945 / Jan.-July, 1944	+ 6.0	+ 4.5	+ 7.3	+ 2.8	+ 6.5	+ 2.4	+ 9.5
			British Columbia				
July, 1942	147.5	125.1	135.5	143.0	158.0	150.0	159.5
July, 1943	161.0	138.5	140.5	141.7	175.1	192.0	180.8
July, 1944	162.4	152.1	144.1	141.9	167.3	192.3	180.6
1945							
June	201.6	185.0	185.2	152.1	216.4	184.0	217.1
July	183.8	170.4	166.2	152.2	186.8	212.7	197.1
% Change,							
July, 1945 ..... / July, 1944	+13.2	+12.0	+15.3	+ 7.3	+11.7	+10.6	+ 9.1
% Change,							
Jan.-July, 1945 / Jan.-July, 1944	+ 9.2	+ 9.9	+ 9.8	+ 7.7	+ 8.2	+ 1.9	+10.4

Unajusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Prairie Provinces				
123.2	128.6	146.4	140.0	109.6	158.4	139.9	123.0
166.6	159.1	177.0	167.2	118.0	169.3	195.4	123.5
164.0	161.5	186.9	173.7	134.6	197.0	209.8	118.7
206.3	196.7	251.0	189.3	153.3	224.0	230.4	146.8
168.1	168.4	201.8	182.3	156.1	219.1	235.8	164.2
+ 2.5	+ 4.3	+ 8.0	+ 5.0	+16.0	+11.2	+12.4	+38.3
+ 1.1	+ 6.9	+10.3	+ 5.1	+13.3	+10.8	+ 3.5	+ 7.8
			British Columbia				
129.4	151.5	173.2	146.2	132.6	179.1	144.4	171.1
151.4	172.4	194.3	172.9	139.0	171.7	187.0	113.4
142.2	177.7	193.8	187.7	151.6	198.5	196.5	104.0
211.5	227.9	303.8	217.9	184.2	247.3	228.6	118.0
160.2	188.9	230.4	217.7	180.8	231.9	240.4	123.7
+12.7	+ 6.3	+18.9	+16.0	+19.3	+16.8	+22.3	+18.9
+12.7	+ 7.9	+17.2	+11.2	+14.8	+16.7	+13.8	+ 5.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

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Monthly Indexes of Retail Sales in Canada, August, 1945
(1935-1939 = 100)

August sales in retail stores were up 5 per cent from July and were 11 per cent above the dollar volume of trading in August, 1944, according to results of the monthly survey of retail trade made by the Merchandising and Services Branch of the Bureau of Statistics. This represents the average experience for 14 trades represented in the general index which (on the base, 1935-1939=100) stands at 178.3 for August, 170.6 for July and 160.9 for August, 1944. After adjusting for differences in the number of business days and for normal seasonal movements, the underlying level of retail trade in August was practically unchanged from July, the seasonally adjusted index standing at 190.1 for August, 189.2 for July and 184.4 for June.

The 11 per cent increase in sales between August of this year and last is similar in magnitude to the 10 per cent gain recorded in the corresponding comparison for July. This similarity in the spread between the two years as recorded in the results for July and August applies not only to the overall retail trade but also to most of the individual kinds of business for which separate indexes are computed.

Conforming with results for earlier months, the greatest gains in sales over 1944 were recorded by trades specializing in durable merchandise. Jewellery store sales were up 21 per cent over August, 1944. Evidence of the improving supply position in household furniture and equipment is reflected in results for furniture stores whose sales were 15 per cent higher in August of this year than last while the gain for radio and electrical stores was even greater amounting to 20 per cent. Hardware store sales were up 14 per cent.

Substantial gains were recorded in the four branches of the clothing and apparel trades for which separate indexes are computed. Increases in August of this year over last were 8 per cent for women's clothing stores, 12 per cent for men's clothing stores, 16 per cent for family clothing stores and 17 per cent for shoe stores.

Food store sales as reflected in the experience of most of the chain store companies and a sample number of independent retailers were 6 per cent higher in August than in July and were 11 per cent above August, 1944. This is the average result for three kinds of business: grocery stores, combination grocery and meat stores and specialty meat markets. The increase for the specialty meat markets was considerably greater than that for the specialty grocery stores while the gain for the combination type of store was intermediate between those for the two specialty classes.

Country general store sales averaged 8 per cent higher in August of this year than last, results on a regional basis ranging from a gain of 2 per cent in the Prairie Provinces to an increase of 14 per cent in Ontario. The small gain in the Prairie Provinces for country general stores may be attributed in some measure at least to the marked reduction in grain marketings in the western provinces in August of this year compared with the same month a year ago.

Department store sales averaged 12 per cent higher in August of this year than last, a marked increase of 25 per cent in Quebec Province forming the outstanding feature in this trade.

Variety store sales were also up by 12 per cent, results on a regional basis ranging from an increase of 4 per cent in British Columbia to 16 per cent in Quebec.

Maritime Provinces

Retail sales in the Maritime Provinces averaged 9 per cent higher in August, 1945 than in the corresponding month a year ago while sales for the first eight months of the current year averaged 7 per cent above the corresponding period of 1944. Increases for five trades exceed the averages for the country as a whole. Gains for the other nine trades were below the Dominion averages.

Quebec

Quebec sales for August ranged 14 per cent above August a year ago with results for 11 of the 14 trades for which figures are available exceeding the corresponding Dominion averages. The increase for department stores was outstanding at 25 per cent. Major increases were also recorded by stores specializing in household equipment, by jewellery stores, shoe stores, and family clothing stores. Sales for the year to date averaged 8 per cent above the corresponding eight-month period in 1944.

Ontario

The increase in sales in this province between August of this year and last was about on a par with the Dominion averages. Nine of the 14 trades for which figures are published reported increases exceeding the Dominion averages while for 5 trades the increases were below the averages. Jewellery stores in Ontario transacted 24 per cent more business in August of this year than last and radio and electrical store sales were up by 21 per cent. Furniture stores reported a 19 per cent increase while more moderate gains were recorded for the other trades. Total sales for the first eight months of the year stand 9 per cent higher than in the corresponding period of last year.

Prairie Provinces

The reduction in grain marketings in August, 1945 compared with the corresponding month last year is reflected in retail trade statistics for this region. Although all 14 trades for which figures are available reported increases over August, 1944, in all but two cases these increases were lower than the Dominion averages. Shoe store sales in this region were 18 per cent higher in August of this year than last compared with the Dominion average gain of 17 per cent. An 11 per cent increase in food store sales in the Prairie Provinces was just on a par with the Dominion average figure. Total retail sales in the Prairie Provinces averaged 7 per cent

higher in August of this year than last with sales for the year to date standing 6 per cent above the first eight months of 1944.

British Columbia

British Columbia retail sales averaged 10 per cent higher in August of this year than last with sales for the first eight months standing 9 per cent above the first eight months of last year. August increases for 6 trades exceeded the Dominion averages while increases for 8 trades were lower. Jewellery store sales were up 23 per cent, shoe store sales gained 20 per cent while more moderate gains were recorded for the other kinds of business covered in the survey.

Departmental Analysis of Department Store Sales

Aggregate sales of those firms which provided a breakdown of sales by departments were 12 per cent higher in August of this year over last. Outstanding among the results for the various departments were increases of 21 per cent for radios and musical instruments, 19 per cent for hardware and 17 per cent for stationery departments. For the most part, other departments recorded fairly uniform sales increases, with the exceptions of piece goods and household appliances departments which reported smaller gains of 4 and 6 per cent respectively.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in August, 1945 Compared With Sales In			Sales in Jan.-Aug., 1945 Compared With Sales In	
	August, 1941	August, 1944	July, 1945	Jan.-Aug., 1941	Jan.-Aug., 1944
	%	%	%	%	%
GENERAL INDEX	+31.9	+10.8	+ 4.5	+41.0	+ 8.1
General Merchandise Group:					
Country General Stores	+42.8	+ 7.6	+ 3.2	+50.5	+ 5.9
Department Stores	+29.2	+11.6	+16.9	+36.4	+ 9.9
Variety Stores	+21.0	+11.5	- 2.2	+35.0	+ 8.6
Food Group:					
Food Stores	+29.2	+10.6	+ 5.8	+39.3	+ 7.0
Restaurants	+51.3	+ 7.0	+ 1.9	+64.1	+ 3.5
Clothing Group:					
Family Clothing Stores	+43.5	+15.6	- 4.6	+50.6	+11.3
Men's Clothing Stores	+24.5	+12.3	- 7.8	+39.1	+ 6.9
Women's Clothing Stores	+38.6	+ 8.0	(g)	+54.4	+ 9.2
Shoe Stores	+53.9	+16.5	- 5.0	+56.0	+13.0
Household and Personal Effects Group:					
Drug Stores	+36.7	+ 6.3	+ 1.3	+45.3	+ 6.3
Furniture Stores	+ 3.8	+15.2	+ 4.1	+10.5	+13.3
Hardware Stores	+33.7	+14.2	- 2.4	+39.8	+14.1
Jewellery Stores (b)	+52.1	+20.6	+ 5.0	+66.5	+15.6
Radio and Electrical Stores	-19.0	+19.7	+ 5.0	-18.9	+ 5.6

(b) Based on sales including the Federal tax introduced in June, 1942.
(g) Unchanged.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1944 and August, 1945
(Based on dollar sales of 17 firms including mail order houses)

	August 1944 $	August 1945 $	% Change, 1945/1944
TOTAL SALES, ALL DEPARTMENTS	24,881,319	27,791,149	+11.7
1. Women's dresses, coats and suits	2,734,094	3,076,478	+12.5
2. Girls' and infants' wear	1,164,344	1,372,614	+17.9
3. Hosiery and gloves	882,160	960,341	+ 8.9
4. Lingerie and corsets	1,138,409	1,137,485	- 0.1
5. Millinery	268,475	319,495	+19.0
6. Women's and children's apparel - (Total, 1-5).	6,187,482	6,866,413	+11.0
7. Men's and boys clothing and furnishings	2,474,774	2,815,336	+13.8
8. Drugs and toilet articles and preparations	742,804	809,605	+ 9.0
9. Piece goods	2,326,569	2,410,741	+ 3.6
10. Smallwares	874,099	975,591	+11.6
11. Food and kindred products	2,102,326	2,322,095	+10.5
12. Furniture (including mattresses and springs)	1,704,654	1,931,104	+13.3
13. Home furnishings	1,758,558	1,986,211	+12.9
14. Household appliances and electrical supplies	521,492	553,676	+ 6.2
15. Hardware and kitchen utensils	922,083	1,095,263	+18.8
16. Radios, musical instruments and supplies	167,104	201,970	+20.9
17. Shoes and other footwear	1,798,847	2,002,324	+11.3
18. Stationery, books and magazines	404,905	471,520	+16.5
19. All other departments, total	2,895,622	3,349,300	+15.7

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
August, 1939	93.5	102.9	107.7	99.7	80.4	95.7	100.4	106.6
August, 1941	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
August, 1942	149.1	159.1	146.6	135.3	126.9	154.5	180.1	185.5
August, 1943	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
August, 1944	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
1944								
September	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
October	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.1	178.8	196.7	203.7
August	178.3	190.1	187.9	172.1	155.6	184.6	192.3	204.1

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
August, 1939	104.8	111.8	101.7	94.2	(a)	(a)	71.7	95.5
August, 1941	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
August, 1942	160.5	166.1	159.9	148.6	142.6	170.8	131.0	171.9
August, 1943	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
August, 1944	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
1944								
September	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
October	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.6	198.8	212.6	195.0	170.9	208.7	140.9	189.9

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
August, 1939	68.6	95.3	71.9	86.9	99.5	99.7	103.0	99.5
August, 1941	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
August, 1942	157.1	198.1	145.9	161.8	148.5	149.2	136.1	133.0
August, 1943	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
August, 1944	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
1944								
September	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
October	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	165.9	211.5	180.4	206.3	180.9	181.3	140.6	137.3

Year and Month	Hardware		Jewellery(b)		Radio and Electrical	
	A	B	A	B	A	B
August, 1939	122.7	112.5	87.4	(a)	88.9	109.0
August, 1941	152.7	145.4	151.3	163.0	140.2	159.9
August, 1942	165.3	157.4	153.4	165.3	130.8	149.1
August, 1943	154.8	147.4	175.1	188.7	102.0	116.3
August, 1944	178.7	166.9	190.8	198.0	94.8	104.1
1944						
September	182.3	153.1	201.2	223.1	112.2	100.4
October	184.4	164.2	200.2	224.4	113.9	99.3
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	204.1	190.7	230.1	238.8	113.5	124.7

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Maritime Provinces				
August, 1942	170.5	145.8	138.7	234.0	169.7	246.8	151.7
August, 1943	177.0	159.7	140.8	207.5	178.4	262.4	165.5
August, 1944	194.6	181.6	170.8	220.8	193.7	266.9	181.0
1945							
July	210.6	191.7	149.9	247.1	217.5	287.9	224.0
August	212.3	205.2	177.2	238.1	209.8	270.1	211.6
% Change,							
August, 1945	+ 9.1	+13.0	+ 3.7	+ 7.8	+ 8.3	+ 1.2	+16.9
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 7.1	+ 8.0	+ 6.7	+ 7.1	+ 6.3	+ 2.6	+11.1
Jan.-Aug., 1944 ..							
			Quebec				
August, 1942	149.9	162.7	129.4	203.0	149.3	146.7	152.8
August, 1943	146.4	173.9	126.0	180.0	148.4	170.8	146.1
August, 1944	155.5	185.2	136.1	192.4	158.3	179.0	145.7
1945							
July	167.0	203.5	131.4	217.4	164.9	194.9	177.6
August	177.2	199.1	169.4	222.8	175.0	209.8	174.1
% Change,							
August, 1945	+14.0	+ 7.5	+24.5	+15.8	+10.5	+17.2	+19.5
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 8.3	+ 4.6	+13.6	+ 9.2	+ 6.5	+10.1	+10.7
Jan.-Aug., 1944 ..							
			Ontario				
August, 1942	144.4	143.8	125.1	165.4	156.4	155.4	131.3
August, 1943	135.6	148.2	113.9	145.0	146.7	187.3	115.1
August, 1944	148.0	155.3	128.6	155.4	160.3	199.2	127.0
1945							
July	157.8	174.6	120.8	183.4	166.9	196.0	154.7
August	165.1	177.2	145.8	175.6	177.0	208.3	147.6
% Change,							
August, 1945	+11.6	+14.1	+13.4	+13.0	+10.4	+ 4.6	+16.2
August, 1944							
% Change,							
Jan.-Aug., 1945 ..	+ 8.7	+ 7.8	+11.3	+10.4	+ 7.2	+ 1.1	+13.7
Jan.-Aug., 1944 ..							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
182.4	187.3	161.4	188.0	156.4	161.0	250.1	145.7
184.6	186.3	191.2	191.4	154.4	164.1	309.5	125.4
186.2	205.6	204.3	208.0	165.8	194.3	316.8	123.7
241.9	224.8	244.1	212.8	190.0	240.1	323.4	116.1
202.7	230.2	226.1	224.5	190.6	237.6	356.5	143.7
+ 8.9	+12.0	+10.7	+ 7.9	+15.0	+22.3	+12.5	+16.2
+ 5.6	+13.3	+12.1	+ 5.9	+ 8.1	+ 9.4	+11.2	+ 7.7
			Quebec				
141.9	157.0	135.3	141.6	124.2	181.1	134.0	140.2
118.5	127.9	131.1	146.8	100.4	170.8	145.5	112.3
121.1	130.9	129.6	160.5	108.7	195.2	156.7	111.7
137.6	138.5	157.8	169.2	121.1	229.1	177.0	125.4
135.4	145.9	155.3	176.2	127.5	230.9	190.0	146.0
+11.8	+11.5	+19.8	+ 9.8	+17.3	+18.3	+21.3	+30.7
+ 3.2	+ 6.2	+12.9	+ 7.3	+13.0	+16.7	+18.3	+ 7.6
			Ontario				
120.4	158.9	144.3	145.3	135.6	142.4	147.2	119.5
104.1	134.9	137.3	145.7	104.8	129.0	156.9	85.1
114.7	153.4	147.2	160.9	111.3	146.3	177.2	71.9
139.7	170.4	189.7	169.3	124.0	180.4	213.3	81.0
131.3	165.1	169.2	168.8	131.9	170.1	220.0	87.3
+14.5	+ 7.6	+14.9	+ 4.9	+18.5	+16.3	+24.2	+21.4
+ 9.7	+11.5	+12.5	+ 5.6	+15.1	+15.3	+19.6	+ 3.2

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
August, 1942	145.0	140.7	113.1	166.6	184.0	157.6	126.6
August, 1943	153.2	154.2	112.8	158.5	190.5	190.7	146.8
August, 1944	173.2	178.7	136.4	173.7	207.7	201.8	166.0
1945							
July	178.2	171.3	133.0	196.6	211.5	223.4	200.5
August	185.4	182.4	146.0	184.6	231.2	212.5	185.1
% Change,							
August, 1945 ..... / August, 1944	+ 7.0	+ 2.1	+ 7.0	+ 6.3	+11.3	+ 5.3	+11.5
% Change,							
Jan.-Aug., 1945 .. / Jan.-Aug., 1944 ..	+ 6.2	+ 4.1	+ 7.3	+ 3.3	+ 7.2	+ 2.8	+ 9.6
British Columbia							
August, 1942	162.8	134.1	155.1	152.5	176.9	160.1	169.1
August, 1943	159.4	140.8	145.3	135.5	168.0	192.7	162.7
August, 1944	174.9	165.0	166.6	147.1	181.0	192.6	173.1
1945							
July	183.3	167.5	165.5	152.2	186.1	215.1	196.3
August	192.7	176.6	181.5	153.2	203.9	203.9	180.7
% Change,							
August, 1945 ..... / August, 1944	+10.2	+ 7.0	+ 8.9	+ 4.1	+12.7	+ 5.9	+ 4.4
% Change,							
Jan.-Aug., 1945 .. / Jan.-Aug., 1944 ..	+ 9.3	+ 9.3	+ 9.6	+ 7.2	+ 8.8	+ 2.6	+ 9.5

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Prairie Provinces				
110.0	134.8	149.6	146.1	133.3	179.5	150.5	129.8
123.1	138.4	151.8	160.4	121.6	174.0	198.9	123.2
130.4	162.6	172.0	177.8	138.9	204.1	218.8	121.2
171.6	168.1	203.5	182.9	154.4	220.0	234.0	159.6
140.4	171.0	202.6	186.5	149.1	214.0	250.8	131.6
+ 7.7	+ 5.2	+17.8	+ 4.9	+ 7.3	+ 4.9	+14.6	+ 8.6
+ 2.0	+ 6.7	+11.3	+ 5.1	+12.4	+10.0	+ 4.9	+ 7.4
			British Columbia				
142.7	169.5	170.6	154.4	172.2	193.3	164.1	155.3
132.6	173.7	188.0	168.3	148.5	168.1	200.2	116.2
136.3	182.6	215.0	198.8	170.4	199.1	206.3	112.8
161.2	190.7	230.7	216.5	175.5	232.8	252.3	118.2
154.8	190.5	258.4	214.4	182.7	232.8	254.5	124.1
+13.6	+ 4.3	+20.2	+ 7.8	+ 7.2	+16.9	+23.4	+10.0
+12.9	+ 7.6	+17.6	+10.7	+13.3	+16.8	+16.0	+ 5.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

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Monthly Indexes of Retail Sales in Canada, September, 1945
(1935-1939 = 100)

Retail sales in Canada were 5 per cent higher in September of this year than last and were also 5 per cent higher than the dollar volume of business transacted in August, 1945 according to results of the monthly survey of retail trade made by the Dominion Bureau of Statistics. The general index of retail sales (representing the average experience of 14 trades), and on the base, 1935-1939=100, stands at 187.2 for September, 1945 compared with 178.1 for August of this year and 178.1 for September a year ago.

The 5 per cent gain over September, 1944 is considerably below the more substantial increases of between 10 and 11 per cent recorded in the comparisons between June, July and August of this year and last. Most of this reduction in percentage increase may be attributed to the fact that there was one more business day in September of last year than this. On making allowance for differences in the number of business days and also for normal seasonal movements the adjusted index of sales stands at 186.1 for September, 9 per cent above the index for the corresponding month of last year but down slightly from the August, 1945 index of 189.8.

Increases of 19 per cent for men's specialty shops and 17 per cent for hardware stores constitute the two outstanding gains in the comparison between September of this year and last on an individual trade basis. The marked gain for men's clothing shops indicates that the effect of purchases by service men is now being felt to an appreciable degree. The 17 per cent increase for hardware stores is in continuation of substantial gains recorded in the three preceding months and reflects improvement in the supply situation with respect to this trade.

A slight decline of 1 per cent in food store sales below September last year may be attributed in part to the re-introduction of meat rationing in September of this year. The occurrence of the extra shopping day in September of last year compared with this is another factor to which consideration should be given in interpreting this decrease.

Country general store sales averaged 4 per cent higher in September of this year than last compared with increases of from 7 to 8 per cent which characterized the corresponding comparisons with last year for the three preceding months. Lifting of gas rationing in August enabling the rural population to do their shopping further afield together with somewhat lower farm revenues in September of this year compared with last may be mentioned as factors tending to reduce the volume of business transacted by country general stores.

Department store sales were 10 per cent higher in September of this year than last and were up 30 per cent compared with August. That the gain over September, 1944 for department stores exceeded the average 5 per cent gain for retail trade as a whole may be attributed to the fact that department store sales are heavily weighted by such commodities as wearing apparel and household effects, commodities whose sales have been active during recent months.

Increases of 10 per cent for furniture stores and 11 per cent for stores specializing in radios and electrical equipment compared with September, 1944 reflect active demand and the improving supply situation with respect to the commodities in which these stores specialize. Gains over September last year for other trades for which figures are compiled are as follows; retail furriers, 14 per cent; family clothing stores, 9 per cent; women's clothing stores, 6 per cent; shoe stores, 4 per cent; restaurants, 6 per cent; jewellery stores, 9 per cent; drug stores, 4 per cent and variety stores, 1 per cent. Candy store sales, as measured by sales reports received from chain companies active in this field, were 11 per cent lower in September of this year than last.

Regional Trends

Sales indexes, when computed on a regional basis indicate that increases in sales in September over the corresponding month a year ago were somewhat higher in Western Canada than in the central and eastern parts. Sales in British Columbia were up by 8 per cent followed by the Prairie Provinces with a gain of 7 per cent. Relatively slight gains ranging around 4 per cent were recorded in Ontario, Quebec and the Maritime Provinces.

Departmental Analysis of Department Store Sales

Aggregate sales of those firms which provided a breakdown of sales by departments were 11 per cent higher in September of this year over last. Largest gains were those for hardware and furniture, whose sales increased 20 and 17 per cent respectively. Other departments whose sales increases exceeded the average gain were men's wear, home furnishings and household appliances. A decrease is shown in food sales in September this year below 1944.

On Page 11 of this report a summary of department store sales by departments for the first nine months of this year and last is given. While furniture and hardware departments recorded gains of 15 per cent over the corresponding period of 1944, most other departments showed increases which varied little from the 10 per cent average gains for all departments. The radio and music department was the only exception, with a minor increase of 5 per cent in the cumulative results.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices)

Kind of Business	Sales in Sept., 1945 Compared With Sales In			Sales in Jan.-Sept., 1945 Compared With Sales In	
	Sept. 1941	Sept. 1944	Aug. 1945	Jan.-Sept., 1941	Jan.-Sept., 1944
	%	%	%	%	%
GENERAL INDEX	+38.3	+ 5.1	+ 5.1	+40.6	+ 7.7
General Merchandise Group:					
Country General Stores	+42.3	+ 3.6	- 5.9	+49.4	+ 5.6
Department Stores	+45.8	+10.0	+29.8	+37.7	+ 9.9
Variety Stores	+27.4	+ 1.4	+ 1.0	+34.1	+ 7.7
Food Group:					
Food Stores	+30.2	- 1.0	- 7.6	+38.3	+ 6.1
Restaurants	+53.4	+ 6.1	- 3.9	+62.8	+ 3.8
Clothing Group:					
Family Clothing Stores	+52.1	+ 8.6	+17.7	+50.7	+10.9
Men's Clothing Stores	+62.8	+19.3	+48.4	+42.0	+ 8.4
Women's Clothing Stores	+57.6	+ 5.6	+27.5	+54.9	+ 8.8
Shoe Stores	+55.4	+ 3.8	+14.7	+55.6	+11.5
Household and Personal Effects Group:					
Drug Stores	+41.1	+ 4.0	+ 1.8	+44.8	+ 6.0
Furniture Stores	+ 7.7	+ 9.5	+ 7.3	+ 9.9	+12.6
Hardware Stores	+35.2	+16.7	+ 4.9	+39.1	+14.4
Jewellery Stores (b)	+48.0	+ 8.5	- 6.4	+64.4	+14.9
Radio and Electrical Stores	-20.8	+10.7	+10.4	-19.2	+ 6.1

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
September, 1939.	116.4	109.9	126.1	109.0	117.3	113.3	115.2	115.1
September, 1941 .	135.4	135.4	124.1	115.9	138.6	136.6	152.3	162.6
September, 1942 .	151.4	151.3	140.6	130.9	154.9	152.7	176.6	188.5
September, 1943 .	157.2	157.9	149.5	139.1	159.1	156.8	170.2	183.2
September, 1944 .	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
1944								
October	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	178.9	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	192.0	203.8
September	187.2	186.1	176.6	165.3	202.1	205.8	194.0	200.7

Year and Month	Food		Restaurants		Family Clothing		Men's (c) Clothing	
	A	B	A	B	A	B	A	B
September, 1939 .	117.9	112.2	104.1	99.2	(a)	(a)	115.4	109.2
September, 1941 .	133.7	139.1	133.1	128.6	131.4	143.3	128.4	130.4
September, 1942 .	148.0	152.9	156.2	150.9	156.5	169.3	152.8	160.2
September, 1943 .	154.6	160.3	186.5	179.0	160.1	176.0	154.3	165.1
September, 1944 .	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
1944								
October	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.1	173.5	204.2	199.2	199.8	212.3	209.0	212.3

(a) Not available.

(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
September, 1939 .	110.2	109.7	122.2	108.0	104.4	101.1	115.4	97.9
September, 1941 .	134.8	144.0	131.1	123.8	130.4	130.5	137.3	119.3
September, 1942 .	168.8	178.8	164.2	155.7	147.6	146.8	129.2	112.2
September, 1943 .	175.5	188.2	167.7	159.1	158.1	157.8	117.4	103.6
September, 1944 .	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
1944								
October	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.4	224.1	203.7	183.5	184.0	182.4	147.9	128.5

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
September, 1939 .	135.6	115.3	105.1	(a)	120.2	103.0
September, 1941 .	157.4	133.8	147.6	163.6	156.9	140.4
September, 1942 .	166.0	141.1	151.7	168.2	133.5	119.5
September, 1943 .	155.3	134.7	174.7	193.6	114.7	102.6
September, 1944 .	182.3	153.1	201.2	223.1	112.2	100.4
1944						
October	184.4	164.2	200.2	224.4	113.9	99.3
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.8	185.3	218.4	252.3	124.2	115.8

(a) Not available.

(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
September, 1942	173.4	131.2	169.7	226.8	168.5	232.2	161.4
September, 1943	189.5	152.6	199.1	221.0	185.2	249.7	178.4
September, 1944	213.7	172.0	218.3	242.8	217.7	251.6	212.7
1945							
August	212.6	203.8	179.4	237.3	210.5	268.7	212.2
September	221.3	178.7	248.7	242.3	209.9	260.2	218.2
% Change,							
September, 1945 / September, 1944	+ 3.6	+ 3.9	+13.9	- 0.2	- 3.6	+ 3.4	+ 2.6
% Change,							
Jan.-Sept., 1945 / Jan.-Sept., 1944	+ 6.7	+ 7.5	+ 8.0	+ 6.2	+ 5.1	+ 2.6	+10.1
Quebec							
September, 1942	149.7	139.0	166.7	197.4	142.0	148.7	165.4
September, 1943	154.4	149.0	165.5	193.8	149.0	170.0	168.6
September, 1944	173.1	161.5	193.8	222.6	166.5	182.2	182.6
1945							
August	177.1	199.8	169.2	223.0	175.3	208.6	172.9
September	180.9	170.9	221.2	219.6	164.1	207.5	194.0
% Change,							
September, 1945 / September, 1944	+ 4.5	+ 5.8	+14.1	- 1.3	- 1.4	+13.9	+ 6.2
% Change,							
Jan.-Sept., 1945 / Jan.-Sept., 1944	+ 7.9	+ 4.8	+13.7	+ 7.9	+ 5.6	+10.5	+10.1
Ontario							
September, 1942	148.4	135.3	157.0	166.1	141.4	153.6	148.8
September, 1943	149.8	141.8	148.9	158.9	146.0	191.8	142.2
September, 1944	167.5	149.6	166.2	177.1	167.5	193.4	160.6
1945							
August	164.6	175.5	145.9	175.0	176.5	207.7	145.9
September	174.6	162.9	177.6	181.1	164.8	192.8	181.6
% Change,							
September, 1945 / September, 1944	+ 4.2	+ 8.9	+ 6.9	+ 2.3	- 1.6	- 0.3	+13.1
% Change,							
Jan.-Sept., 1945 / Jan.-Sept., 1944	+ 8.2	+ 7.8	+10.7	+ 9.4	+ 6.2	+ 0.9	+13.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
197.1	191.1	181.8	177.0	162.5	174.0	255.6	153.6
203.2	202.4	212.4	184.3	148.7	169.9	296.9	136.6
215.8	239.6	234.2	205.1	164.0	210.8	310.2	134.3
204.3	227.7	225.6	223.3	195.4	236.9	359.4	141.9
249.4	269.9	232.3	208.9	188.3	238.2	326.6	139.3
+15.6	+12.6	- 0.8	+ 1.9	+14.8	+13.0	+ 5.3	+ 3.7
+ 6.8	+13.1	+10.3	+ 5.4	+ 9.1	+ 9.9	+10.6	+ 7.1
			Quebec				
149.8	162.1	138.3	140.5	116.0	175.4	132.6	144.1
151.0	157.2	142.1	151.6	110.9	166.7	142.8	141.4
162.5	174.7	165.8	169.4	133.9	199.3	166.1	139.3
134.3	144.8	153.3	176.4	126.2	226.8	196.6	143.7
172.3	181.1	172.8	180.6	138.1	230.4	182.4	149.8
+ 6.0	+ 3.7	+ 4.2	+ 6.6	+ 3.1	+15.6	+ 9.8	+ 7.5
+ 3.5	+ 5.8	+11.6	+ 7.2	+11.6	+16.3	+17.7	+ 7.4
			Ontario				
149.3	174.1	176.3	143.1	130.8	146.5	145.3	120.6
147.3	182.0	168.5	151.5	111.0	137.9	165.3	97.0
171.8	211.1	198.7	168.0	123.6	151.9	196.4	87.5
131.2	166.8	167.6	168.6	125.5	169.2	223.3	86.0
208.3	221.1	200.4	173.1	132.7	179.0	212.5	101.2
+21.2	+ 4.7	+ 0.9	+ 3.0	+ 7.4	+17.8	+ 8.2	+15.7
+11.3	+10.7	+ 10.7	+ 5.3	+13.5	+15.6	+18.3	+ 4.5

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the Current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
September, 1942	149.7	152.1	136.2	155.3	164.6	145.6	140.4
September, 1943	163.6	156.9	157.6	155.0	175.3	177.9	168.6
September, 1944	191.9	190.5	189.6	178.1	198.7	191.7	212.1
1945							
August	185.2	182.1	145.5	184.5	231.1	215.1	181.5
September	204.8	188.8	211.1	187.0	201.0	209.2	239.3
% Change,							
September, 1945 / September, 1944	+ 6.7	- 0.9	+11.3	+ 5.0	+ 1.2	+ 9.1	+12.8
% Change,							
Jan.-Sept., 1945 / Jan.-Sept., 1944	+ 6.2	+ 3.4	+ 7.8	+ 3.5	+ 6.4	+ 3.7	+ 9.8
			British Columbia				
September, 1942	160.7	126.5	169.6	146.9	156.8	158.2	178.7
September, 1943	158.4	134.8	164.7	127.3	151.7	180.5	161.4
September, 1944	180.1	162.2	195.7	138.3	168.0	178.9	203.2
1945							
August	193.0	179.0	182.0	153.2	203.1	203.7	184.9
September	194.7	172.9	211.4	145.2	173.6	201.4	206.5
% Change,							
September, 1945 / September, 1944	+ 8.1	+ 6.6	+ 8.0	+ 5.0	+ 3.3	+12.6	+ 1.6
% Change,							
Jan.-Sept., 1945 / Jan.-Sept., 1944	+ 9.2	+ 9.1	+ 9.5	+ 6.9	+ 8.1	+ 3.7	+ 8.8

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
142.8	145.5	154.5	150.1	124.7	176.5	148.6	131.4
165.1	168.7	176.3	162.2	120.0	164.9	191.2	127.8
197.6	196.0	201.4	183.7	145.2	200.4	222.2	142.5
140.8	172.2	192.8	185.9	149.7	214.7	250.2	132.1
263.2	212.6	236.5	190.6	169.9	234.7	240.5	147.5
+33.2	+ 8.5	+17.4	+ 3.8	+17.0	+17.1	+ 8.2	+ 3.5
+ 6.2	+ 7.0	+11.5	+ 4.9	+13.0	+10.9	+ 5.3	+ 7.0
			British Columbia				
157.3	186.7	176.8	160.3	151.5	197.5	158.3	162.6
142.3	192.5	197.1	180.9	143.6	165.0	184.5	110.5
161.3	216.6	240.9	209.1	158.3	201.2	201.5	115.0
155.8	192.4	251.4	215.6	182.3	232.3	254.8	125.6
202.2	230.8	262.0	221.1	199.7	238.6	225.3	134.6
+25.4	+ 6.6	+ 8.8	+ 5.7	+26.2	+18.6	+11.8	+17.0
+14.5	+ 7.6	+16.1	+10.1	+14.8	+17.0	+15.5	+ 6.8

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

September, 1944 and September, 1945
(Based on dollar sales of 18 firms including mail order houses)

	September, 1944	September, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	34,089,147	37,863,970	+11.1
1. Women's dresses, coats and suits	4,049,341	4,595,525	+13.5
2. Girls' and infants' wear	2,069,082	2,470,822	+19.4
3. Hosiery and gloves	1,386,393	1,441,923	+ 4.0
4. Lingerie and corsets	1,578,150	1,637,474	+ 3.8
5. Millinery	525,081	598,796	+14.0
6. Women's and children's apparel - (Total, 1-5)	9,608,047	10,744,540	+11.8
7. Men's and boys' clothing and furnishings	4,438,069	5,133,390	+15.7
8. Drugs and toilet articles and preparations	870,855	892,281	+ 2.5
9. Piece goods	3,046,068	3,184,009	+ 4.5
10. Smallwares	1,153,616	1,257,403	+ 9.0
11. Food and kindred products	2,389,411	2,326,653	- 2.6
12. Furniture (including mattresses and springs)	1,914,004	2,247,293	+17.4
13. Home furnishings	2,086,302	2,361,531	+13.2
14. Household appliances and electrical supplies	712,302	806,114	+13.2
15. Hardware and kitchen utensils	1,011,973	1,212,469	+19.8
16. Radios, musical instruments and supplies	213,367	234,469	+ 9.9
17. Shoes and other footwear	2,621,994	2,916,713	+11.2
18. Stationery, books and magazines	703,955	754,085	+ 7.1
19. All other departments, total	3,319,184	3,793,020	+14.3

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-September, 1944 and January-to-September, 1945

	Jan.-to-Sept.,1944	Jan.-to-Sept.,1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	238,417,410	262,971,199	+10.3
1. Women's dresses, coats and suits	27,705,060	30,880,907	+11.5
2. Girls' and infants' wear	10,308,202	11,644,002	+13.0
3. Hosiery and gloves	9,484,852	9,866,308	+ 4.0
4. Lingerie and corsets	11,166,393	11,276,458	+ 1.0
5. Millinery	2,914,373	3,326,750	+14.1
6. Women's and children's apparel-(Total, 1-5)	61,578,880	66,994,425	+ 8.8
7. Men's and boys' clothing and furnishings	26,121,722	28,595,299	+ 9.5
8. Drugs and toilet articles and preparations	7,085,089	7,701,120	+ 8.7
9. Piece goods	20,293,292	22,886,358	+12.8
10. Smallwares	8,407,923	9,198,054	+ 9.4
11. Food and kindred products	20,898,206	22,481,873	+ 7.6
12. Furniture (including mattresses and springs)	14,855,505	17,020,362	+14.6
13. Home furnishings	17,099,973	18,617,963	+ 8.9
14. Household appliances and electrical supplies	4,395,991	4,754,308	+ 8.2
15. Hardware and kitchen utensils	9,438,883	10,840,276	+14.8
16. Radios, musical instruments and supplies	1,710,244	1,787,098	+ 4.5
17. Shoes and other footwear	17,244,045	19,320,288	+12.0
18. Stationery, books and magazines	3,805,895	4,259,332	+11.9
19. All other departments, total	25,481,762	28,514,443	+11.9

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Monthly Indexes of Retail Sales in Canada, October, 1945
(1935-1939=100)

Continued high volume of consumer purchasing through retail stores is reflected in retail trade statistics for October when dollar sales exceeded by 12 per cent the volume of business transacted in the corresponding month of 1944. This is the average experience as measured by the general index number of sales in which representation is given to fourteen different trades, three of which deal in general lines of merchandise while the other eleven are specialty shops dealing in foods, clothing, personal or household requirements. The general index (on the base, 1935-1939=100) stands at 203.8 for October, 187.2 for September and at 182.3 for October a year ago. With the exception of the Decembers of 1942, 1943 and 1944, October, 1945 is the only month on record in which the general index has reached or passed the 200 mark, or when retail sales exceeded by as much as 100 per cent the average monthly sales during the five year base period from 1935 to 1939 inclusive.

A relatively small part of the 12 per cent gain in retail trade over October, 1944 can be attributed to the fact that there was one more business day in October of this year than last. On making a correction to allow for this factor, the increase is reduced to approximately 9 per cent. Sales for the first ten months of the current year averaged 8 per cent above the corresponding period of 1944.

All fourteen trades for which indexes are computed recorded increased sales in October of this year compared with last. With the exception of restaurants, each of the trades reported greater percentage increases in October than in September in the comparisons made with corresponding months of 1944. With the exception of drug stores, the increases between October of last year and this for each of the trades exceeded the corresponding increases based on the ten-month totals. Continuation of high income levels and improvement in the supply of consumer goods are the two general factors affecting the trend in retail purchasing at the present time.

Conforming with the experience for immediately preceding months, the greatest increases in volume of business in October were recorded by men's specialty shops and by stores dealing in durable merchandise. Purchases by returning personnel of the armed services are clearly reflected in the sales statistics for stores specializing in men's wear. Sales for this type of store averaged 6 per cent higher in the first six months of this year compared with the corresponding period of 1944. July sales were up 7 per cent over last year; the August increase was 12 per cent; September sales were up 19 per cent while October sales were 21 per cent above October, 1944.

In continuation of the substantial gains which have characterized the retail hardware trade during recent months, October sales advanced 7 per cent over September and were 23 per cent above October a year ago. The increase for radio and

electrical stores was even greater, amounting to 25 per cent over October, 1944, while furniture store sales were up 18 per cent. Improvement in the supply situation and active demand heightened by the establishment of new homes by returning service personnel are the two factors stimulating the business transacted by these types of retail outlets.

Food store sales were 5 per cent higher in October than September and were 8 per cent higher than in October a year ago. September sales were 1 per cent below the volume of business transacted in September, 1944. There was one additional business day in October of this year than last while in September the situation was reversed. On making allowance for this factor by reducing the monthly sales to an average daily sales basis, it is found that September sales were unchanged from last year while October sales were up by 6 per cent. This increase corresponds with the average gain for the year to date which also stands at 6 per cent indicating that any reduction in the overall volume of food store business arising from the re-introduction of meat rationing in September was not continued in October.

In the general merchandise group department stores registered a 15 per cent increase over October, 1944; country general store sales were up 11 per cent while variety store sales gained 9 per cent. Increases for the year to date for these three trades were 11 per cent, 6 per cent and 8 per cent respectively.

All branches of the clothing trades recorded substantial gains over October a year ago. Sales for women's specialty shops were up 12 per cent; shoe store sales were up 14 per cent while family clothing store sales were up 17 per cent.

Restaurant receipts continue on a horizontal level, October sales standing 5 per cent above October a year ago compared with an average gain of 4 per cent for the year to date. Drug store sales follow a similar pattern, October sales standing 5 per cent above the corresponding month of 1944 while sales for the first ten months of the current year average 6 per cent above the same ten months a year ago. Compared with 1944, jewellery store sales were up 15 per cent, both for the month of October and also for the ten-month period.

Information collected from a limited number of candy retailers, consisting chiefly of the chain organizations in this trade, indicate that candy store sales were off 3 per cent in October of this year compared with last. Sales for the year to date are practically unchanged compared with the corresponding period of 1944.

Indexes of sales for retail furriers are not computed but returns from a sample number of retailers in this trade indicate that sales were 24 per cent higher in October of this year than last.

Regional Trends

Results on a regional basis indicate that, with the exception of the Maritime Provinces, the increase in the general level of retail purchasing in October of this year over last was remarkably uniform for each of the other four general economic areas into which the country can be divided. Twelve per cent increases over October a year ago were recorded in Quebec, the Prairie Provinces and British Columbia. Ontario sales were up 13 per cent while the gain in the Maritime Provinces was slightly lower at 9 per cent. Results for the individual trades within each of these areas are shown in the tables.

Departmental Analysis of Department Store Sales

The analysis of department store sales by departments reveals that, although the clothing departments continued to maintain a substantial expansion in volume, the

most pronounced gains occurred in durable goods departments. The hardware departments particularly showed a significant spurt of activity in October with a 32 per cent gain over the same month a year ago. This result reflects the greater output and variety of metal products currently reaching the trade. Increased output of fall sporting equipment may be another factor. Sales of household appliances and electrical supplies in department stores gained 30 per cent, with merchandise becoming available in larger quantities. The furniture and home furnishings departments also reported sales substantially higher, gains of 22 and 17 per cent being recorded. A 22 per cent increase in footwear sales was among the largest recorded by that department during the present year. Food sales were practically unchanged from October a year ago.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business
(Comparisons are based on dollar value. No corrections have been made for higher prices)

Kind of Business	Sales in Oct., 1945 Compared With Sales In			Sales in Jan.-Oct., 1945 Compared With Sales In	
	Oct. 1941	Oct. 1944	Sept. 1945	Jan.-Oct., 1941	Jan.-Oct., 1944
	%	%	%	%	%
GENERAL INDEX	+36.1	+11.8	+ 8.9	+40.1	+ 8.1
General Merchandise Group:					
Country General Stores	+45.9	+11.2	+ 9.1	+49.0	+ 6.2
Department Stores	+38.1	+14.5	+ 9.6	+37.7	+10.5
Variety Stores	+26.3	+ 9.3	+12.6	+33.1	+ 7.9
Food Group:					
Food Stores	+25.7	+ 8.2	+ 4.7	+36.9	+ 6.3
Restaurants	+53.8	+ 4.7	+ 0.8	+61.8	+ 3.9
Clothing Group:					
Family Clothing Stores	+46.6	+16.8	+33.2	+50.1	+11.7
Men's Clothing Stores	+49.1	+21.5	+20.6	+43.0	+10.2
Women's Clothing Stores	+49.7	+12.2	+15.8	+54.2	+ 9.2
Shoe Stores	+50.3	+13.8	- 3.5	+55.1	+11.9
Household and Personal Effects Group:					
Drug Stores	+38.4	+ 5.4	+ 6.5	+44.0	+ 6.0
Furniture Stores	+27.6	+18.3	+13.1	+11.8	+13.2
Hardware Stores	+37.5	+22.9	+ 6.8	+38.3	+15.3
Jewellery Stores (b)	+64.2	+14.9	+ 6.8	+64.1	+14.7
Radio and Electrical Stores	- 6.2	+25.3	+14.5	-17.8	+ 8.3

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
October, 1939 ...	117.9	111.1	119.2	106.7	132.4	118.0	120.7	120.2
October, 1941 ...	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1942 ...	171.7	151.4	155.0	133.4	181.9	152.9	204.5	185.0
October, 1943 ...	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
October, 1944 ...	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
1944								
November	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	192.0	203.8
September	187.2	186.0	176.5	165.2	201.6	205.3	194.0	200.7
October	203.8	189.8	192.6	172.4	221.0	189.4	218.5	213.3

Year and Month	Food		Restaurants		Family Clothing		Men's(c) Clothing	
	A	B	A	B	A	B	A	B
October, 1939 ...	103.9	108.2	103.3	102.7	(a)	(a)	133.8	110.9
October, 1941 ...	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1942 ...	164.6	152.2	162.0	157.0	211.8	165.4	196.4	154.6
October, 1943 ...	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1944 ...	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
1944								
November	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.5	185.5	206.3	201.9	265.7	223.9	252.5	215.5

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1939 ...	130.7	110.1	103.0	103.9	107.1	105.8	130.6	113.5
October, 1941 ...	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1942 ...	207.8	165.0	172.4	157.8	162.9	152.9	141.5	116.0
October, 1943 ...	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1944 ...	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
1944								
November	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	245.6	209.7	197.7	197.0	196.0	189.9	167.9	142.4

Year and Month	Hardware		Jewellery (b)		Radio and Electrical	
	A	B	A	B	A	B
October, 1939 ...	125.8	111.6	101.5	(a)	129.2	104.6
October, 1941 ...	164.9	140.6	140.1	150.9	152.1	127.5
October, 1942 ...	169.8	144.8	160.7	173.2	140.6	117.9
October, 1943 ...	160.9	141.1	179.8	201.5	116.5	101.6
October, 1944 ...	184.4	164.2	200.2	224.4	113.9	99.3
1944						
November	181.1	180.4	249.3	244.5	119.0	104.2
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.7	197.1	230.1	248.0	142.7	119.6

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
October, 1942	197.5	144.4	208.8	270.4	183.8	236.2	216.0
October, 1943	205.0	161.0	211.8	257.9	194.8	235.1	247.3
October, 1944	217.4	174.0	238.2	262.2	200.1	238.2	269.5
1945							
September	221.4	177.3	249.3	242.5	209.2	265.6	219.8
October	236.7	194.7	270.4	272.1	208.6	242.7	294.8
% Change,							
October, 1945 ..	+ 8.9	+11.9	+13.5	+ 3.8	+ 4.2	+ 1.9	+ 9.4
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 7.0	+ 7.8	+ 8.7	+ 5.9	+ 5.0	+ 2.7	+10.1
Jan.-Oct., 1944							
Quebec							
October, 1942	172.3	160.3	188.0	229.8	162.3	153.8	229.8
October, 1943	170.7	175.7	183.0	210.6	163.0	172.3	218.0
October, 1944	181.1	186.1	206.6	223.5	163.3	188.5	234.0
1945							
September	180.5	171.0	220.8	219.0	164.4	206.2	192.7
October	203.1	201.4	247.0	244.7	177.3	208.2	270.1
% Change,							
October, 1945 ..	+12.1	+ 8.2	+19.6	+ 9.5	+ 8.6	+10.5	+15.4
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 8.3	+ 5.2	+14.4	+ 8.0	+ 5.9	+10.4	+10.7
Jan.-Oct., 1944							
Ontario							
October, 1942	163.9	130.8	169.4	191.0	161.9	157.1	182.5
October, 1943	163.0	137.1	161.6	183.2	163.3	184.2	180.1
October, 1944	169.3	135.3	174.1	183.2	163.6	198.1	188.3
1945							
September	174.9	162.5	176.9	181.2	165.3	194.2	182.2
October	190.9	154.8	200.4	204.6	177.7	197.1	232.9
% Change,							
October, 1945 ..	+12.8	+14.4	+15.1	+11.7	+ 8.6	- 0.5	+23.7
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 8.7	+ 8.4	+11.2	+ 9.6	+ 6.5	+ 0.8	+14.8
Jan.-Oct., 1944							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
254.7	239.3	196.4	196.7	172.9	187.9	257.2	177.0
258.9	243.9	209.3	204.3	151.0	172.7	309.7	134.4
275.2	269.1	217.8	208.8	183.3	207.1	307.9	131.0
248.2	270.2	233.4	211.2	188.5	242.1	323.4	140.7
321.7	313.3	242.9	221.3	209.6	235.4	350.9	155.3
+16.9	+16.4	+11.5	+ 6.0	+14.3	+13.7	+14.0	+18.5
+ 8.0	+13.5	+10.5	+ 5.6	+ 9.6	+10.5	+10.8	+ 8.3
			Quebec				
188.9	202.7	148.6	159.5	125.4	181.2	142.3	153.2
183.8	183.7	144.4	164.6	113.1	164.5	141.2	136.9
198.4	194.4	146.2	185.1	131.1	203.2	159.8	139.4
172.3	178.2	172.9	178.3	137.6	226.9	178.3	152.2
214.4	205.7	172.4	201.4	156.0	249.8	201.9	183.8
+ 8.1	+ 5.8	+17.9	+ 8.8	+19.0	+22.9	+26.3	+31.9
+ 4.1	+ 5.6	+12.3	+ 7.3	+12.4	+16.9	+18.4	+10.3
			Ontario				
184.0	200.9	172.0	153.9	146.4	149.1	150.0	125.6
184.4	203.3	162.3	161.8	116.5	141.8	164.5	95.6
196.6	220.7	166.1	170.4	130.7	152.1	188.9	89.4
209.9	221.1	201.7	172.8	134.8	179.6	210.0	101.0
249.3	259.4	188.3	178.3	154.3	195.8	216.9	111.4
+26.8	+17.5	+13.4	+ 4.6	+18.1	+28.7	+14.8	+24.6
+13.4	+11.5	+11.1	+ 5.2	+14.2	+17.1	+17.7	+ 6.7

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
October, 1942	176.5	175.3	180.3	185.5	166.7	159.2	232.6
October, 1943	186.6	177.5	185.5	199.9	174.2	199.9	262.8
October, 1944	198.0	190.7	199.5	202.7	178,9	204.2	282.1
1945							
September	204.6	189.2	210.4	187.0	201.1	208.5	239.0
October	221.0	211.6	226.9	214.6	195.1	217.8	329.4
% Change,							
October, 1945 ..	+11.6	+11.0	+13.7	+ 5.9	+ 9.1	+ 6.7	+16.8
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 6.8	+ 4.3	+ 8.6	+ 3.8	+ 6.7	+ 4.0	+10.8
Jan.-Oct., 1944							
			British Columbia				
October, 1942	177.8	135.3	203.0	158.1	161.2	161.2	215.7
October, 1943	171.0	143.1	187.0	145.0	155.8	178.2	200.6
October, 1944	179.6	160.1	196.8	148.2	161.0	176.8	207.8
1945							
September	195.0	173.1	211.2	145.2	173.9	200.5	203.4
October	200.7	181.9	214.9	162.9	176.4	198.4	225.9
% Change,							
October, 1945 ..	+11.7	+13.6	+ 9.2	+ 9.9	+ 9.6	+12.2	+ 8.7
October, 1944 ..							
% Change,							
Jan.-Oct., 1945	+ 9.5	+ 9.6	+ 9.4	+ 7.3	+ 8.3	+ 4.5	+ 8.6
Jan.-Oct., 1944							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
214.5	209.1	184.9	171.2	141.1	177.2	167.6	154.2
239.5	227.6	198.6	185.6	147.9	181.6	223.3	144.7
245.8	241.6	210.3	203.6	167.0	208.4	251.7	145.2
261.9	213.9	236.5	190.4	169.3	234.3	236.0	147.3
313.2	254.9	241.4	209.5	193.9	245.1	265.2	170.7
+27.4	+ 5.5	+14.8	+ 2.9	+16.1	+17.6	+ 5.4	+17.6
+ 9.1	+ 6.9	+11.9	+ 4.7	+13.3	+11.7	+ 5.1	+ 8.1
			British Columbia				
205.8	241.9	216.6	176.7	159.1	201.6	176.1	147.1
181.5	224.6	205.2	188.3	153.9	173.1	189.6	120.8
178.7	223.4	225.1	221.5	176.8	193.7	200.6	118.8
201.2	234.5	267.4	227.1	199.2	239.1	223.8	133.7
228.8	244.9	243.3	236.8	215.7	246.8	223.8	151.7
+28.0	+ 9.6	+ 8.1	+ 6.9	+22.0	+27.4	+11.6	+27.7
+16.0	+ 8.0	+15.5	+10.1	+15.6	+18.1	+15.0	+ 8.9

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1944 and October, 1945
(Based on dollar sales of 18 firms including mail order houses)

	October, 1944	October, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	35,655,900	40,943,508	+14.8
1. Women's dresses, coats and suits	4,710,125	5,542,312	+17.7
2. Girls' and infants' wear	1,921,910	2,298,916	+19.6
3. Hosiery and gloves	1,609,249	1,638,114	+ 1.8
4. Lingerie and corsets	1,404,556	1,512,549	+ 7.7
5. Millinery	502,796	607,472	+20.8
6. Women's and children's apparel - (Total, 1-5)	10,148,636	11,599,363	+14.3
7. Men's and boys' clothing and furnishings	4,971,174	5,739,055	+15.4
8. Drugs and toilet articles and preparations	952,466	1,020,135	+ 7.1
9. Piece goods	2,738,170	3,054,548	+11.6
10. Smallwares	1,303,965	1,448,734	+11.1
11. Food and kindred products	2,741,893	2,751,241	+ 0.3
12. Furniture (including mattresses and springs)	1,939,625	2,365,961	+22.0
13. Home furnishings	2,215,328	2,588,407	+16.8
14. Household appliances and electrical supplies	650,381	845,395	+30.0
15. Hardware and kitchen utensils	968,326	1,279,290	+32.1
16. Radios, musical instruments and supplies	223,262	253,957	+13.7
17. Shoes and other footwear	2,555,996	3,115,953	+21.9
18. Stationery, books and magazines	603,920	660,760	+ 9.4
19. All other departments, total	3,642,758	4,220,709	+15.9

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Monthly Indexes of Retail Sales in Canada, November, 1945
(1935-1939=100)

November sales of retail stores in Canada gained 5 per cent over October and averaged 12 per cent higher than in November, 1944 according to sales statements received from a large sample number of firms representing fourteen different trades. The general index of sales (on the base, 1935-1939=100) stands at 213.0 for November, 1945, at 203.8 for October of the same year and at 190.4 for November, 1944.

The margin of increase between November, 1944 and November, 1945 is strikingly similar to that recorded in the corresponding October comparison, a result found to be true not only for retail trade as a whole but also for most of the individual kinds of business for which separate indexes are computed. Exceptions to this general relationship occur for variety stores, men's clothing stores and furniture stores. In the case of variety stores the margin of increase over 1944 gained from 9 per cent in October to 15 per cent in November. Increases over 1944 for the other two trades were appreciably lower in November than in the preceding month.

The general index of sales, when adjusted for differences in the numbers of business days in different months and for normal seasonal movements, stands at 200.6 for November compared with 189.7 for October and 186.0 for September. November, 1945 marks the first month since the inception of these monthly retail trade statistics in 1929 that the seasonally adjusted index has reached the 200 mark.

Adjustments to allow for seasonal swings in retail trade are made to the index numbers on the basis of the average experience over the ten years prior to the war. Peaks in the seasonally adjusted indexes recorded in November for each of the past few years indicate that there has been a change in the distribution of retail business over the twelve months of the year, a greater proportion of the annual business now being transacted in November than was formerly the case.

The 12 per cent increase in retail sales in November, 1945 over 1944 compares with an average gain of 8.5 per cent for the first eleven months of the year compared with the corresponding period of 1944. With the exception of women's specialty shops and furniture stores, November increases for all individual trades included in the survey exceeded those recorded in the cumulative comparisons.

Department and variety stores both registered gains in excess of the 12 per cent increase for retail trade as a whole. Department store sales were 15 per cent higher in November, 1945 than in November, 1944 with sales for the year to date standing 11 per cent higher. The November gain for variety stores was also 15 per cent while the gain for the eleven-month period stood at 9 per cent. Country general stores gained 9 per cent in November, 1945 over November, 1944 with the gain for the first eleven months standing at 7 per cent.

With the same number of business days in November of the two years, food store sales registered a gain of 10 per cent, somewhat greater than the eleven-month average which stood at 7 per cent. Increasing supplies and greater variety of food products, especially specialized items in demand during the pre-Christmas trade, were factors tending to stimulate the retail food business. Restaurant receipts were 5 per cent higher in November, 1945 than 1944, a gain about on a par with the 4 per cent average for the eleven-month period.

Mild weather conditions and some stock shortages, especially in men's overcoats, were effective in reducing the margin of increase recorded by the various branches of the apparel trade. Sales of men's specialty shops were 13 per cent higher for November compared with a 22 per cent gain recorded in October and a 19 per cent increase in September. Women's specialty stores reported 8 per cent more business in November than in November, 1944 compared with a gain of 12 per cent for the preceding month. The margin of increase over 1944 was also reduced for family clothing stores, standing at 13 per cent for November compared with 17 per cent for October. Shoe store sales were up 14 per cent in both the October and November comparisons with 1944.

Drug stores continue to show a moderate upward trend in business, November sales averaging 7 per cent higher than in November, 1944 and sales for the eleven-month period of 1945 standing 6 per cent above the corresponding period of 1944. November increases on a regional basis amounted to 5 per cent for the Maritime Provinces, 8 per cent for Quebec, 7 per cent for Ontario, 9 per cent for the Prairie Provinces and 9 per cent for British Columbia.

Furniture store sales averaged 11 per cent higher in November, 1945 than in 1944 and were up 13 per cent in the comparison based on the eleven-month period. Substantial gains continue to be recorded for the other three durable goods trades included in the survey, November increases amounting to 22 per cent for hardware stores, 16 per cent for jewellery stores and 25 per cent for radio and electrical stores.

Sales reported by chain candy firms showed volume up 16 per cent in November, 1945 over November, 1944. The increase for the first eleven months of the year amounted to 3 per cent. Furriers reported November sales 27 per cent higher in 1945 than in 1944.

Regional Trends

General results on a regional basis indicate no marked deviations from the Canada average increase of 12 per cent in sales between November, 1944 and 1945. Corresponding increases for the five economic areas stand at 10 per cent for the Maritime Provinces, 12 per cent for Quebec, 12 per cent for Ontario, 11 per cent for the Prairie Provinces and 14 per cent for British Columbia.

Departmental Analysis of Department Store Sales

There were 20 departmental firms which submitted statements giving sales comparisons by departments for November, 1944 and 1945. Their total sales were 14 per cent above November, 1944. Household appliance departments recorded an outstanding sales gain of 52 per cent. Other pronounced gains were 42 per cent for radio and music and 34 per cent for hardware departments. A much improved supply situation has been mainly responsible for these increases. Sales of departments not separately classified were up 25 per cent. Results for most other departments conformed with the average gain for all departments. A feature of the November results is the comparatively moderate expansion in sales of ladies' and men's apparel.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Nov., 1945 Compared With Sales In			Sales in Jan.-Nov., 1945 Compared With Sales In	
	Nov. 1941	Nov. 1944	Oct. 1945	Jan.-Nov., 1941	Jan.-Nov., 1944
	%	%	%	%	%
GENERAL INDEX	+48.0	+11.9	+ 4.5	+40.9	+ 8.5
General Merchandise Group:					
Country General Stores	+49.1	+ 9.3	- 5.7	+49.0	+ 6.5
Department Stores	+66.6	+14.9	+17.2	+41.0	+11.0
Variety Stores	+40.2	+15.1	+14.6	+33.9	+ 8.6
Food Group:					
Food Stores	+29.4	+10.4	+ 2.1	+36.2	+ 6.7
Restaurants	+57.6	+ 4.9	- 1.6	+61.4	+ 4.0
Clothing Group:					
Family Clothing Stores	+57.3	+12.5	- 1.6	+51.0	+11.8
Men's Clothing Stores	+48.0	+12.5	+ 1.7	+43.7	+10.5
Women's Clothing Stores	+57.2	+ 7.6	- 1.0	+54.6	+ 9.1
Shoe Stores	+59.2	+13.5	+ 3.7	+55.6	+12.0
Household and Personal Effects Group:					
Drug Stores	+44.7	+ 7.4	- 0.8	+44.1	+ 6.1
Furniture Stores	+57.6	+11.1	- 3.9	+15.2	+13.0
Hardware Stores	+54.3	+21.5	- 3.0	+40.3	+16.0
Jewellery Stores (b)	+104.2	+15.7	+24.9	+68.3	+14.9
Radio and Electrical Stores	+25.2	+24.9	+ 4.0	-14.3	+10.0

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
November, 1939 ...	113.2	107.1	100.6	97.5	123.9	107.1	123.1	122.3
November, 1941 ...	143.9	136.0	121.7	118.4	155.4	137.6	178.2	171.6
November, 1942 ...	161.7	159.3	139.0	138.5	187.4	168.5	199.0	204.0
November, 1943 ...	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
November, 1944 ...	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
1944								
December	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	192.0	203.8
September	187.2	186.0	176.5	165.2	201.6	205.3	194.0	200.7
October	203.8	189.7	192.3	172.1	220.9	189.3	217.9	212.7
November	213.0	200.6	181.4	174.1	258.9	222.9	249.8	246.2

Year and Month	Food		Restaurants		Family Clothing		Men's(c) Clothing	
	A	B	A	B	A	B	A	B
November, 1939 ...	106.3	107.8	100.3	106.0	(a)	(a)	127.9	101.4
November, 1941 ...	143.7	140.8	128.9	136.7	166.8	137.4	173.8	135.2
November, 1942 ...	148.5	156.8	154.7	165.7	202.0	176.6	193.8	162.5
November, 1943 ...	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
November, 1944 ...	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
1944								
December	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	186.0	185.8	203.2	213.3	262.3	219.9	257.3	208.1

(a) Not available.
(c) Includes men's furnishings.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
November, 1939 ...	117.8	106.1	90.9	94.9	105.0	106.5	110.9	103.5
November, 1941 ...	155.4	137.2	128.8	130.4	134.6	136.2	102.5	96.8
November, 1942 ...	184.7	173.0	157.3	168.9	148.4	154.7	122.0	118.0
November, 1943 ...	203.0	182.0	162.1	171.2	169.5	172.6	124.2	115.9
November, 1944 ...	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
1944								
December	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	168.0	142.6
November	244.3	218.3	205.1	210.8	194.8	197.0	161.5	150.8

Year and Month	Hardware		Jewellery (b)		Radio and Electrical	
	A	B	A	B	A	B
November, 1939 ...	110.0	107.9	110.8	(a)	124.8	97.9
November, 1941 ...	142.6	145.5	141.3	144.1	118.7	108.1
November, 1942 ...	149.5	152.5	169.7	173.1	129.8	118.2
November, 1943 ...	156.0	153.0	218.0	213.8	116.4	101.9
November, 1944 ...	181.1	180.4	249.3	244.5	119.0	104.2
1944						
December	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	220.0	216.6	288.5	282.9	148.6	130.1

(a) Not available.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
November, 1942	189.1	138.5	222.2	269.8	163.6	211.6	219.3
November, 1943	211.4	166.3	245.7	280.6	180.5	229.0	260.6
November, 1944	230.0	172.8	283.0	292.3	198.7	236.7	276.4
1945							
October	237.0	190.4	270.4	272.4	208.8	249.0	299.7
November	252.2	192.7	304.7	319.9	212.6	238.1	313.7
% Change,							
November, 1945 ..	+ 9.7	+11.5	+ 7.7	+ 9.4	+ 7.0	+ 0.6	+13.5
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 .	+ 7.3	+ 7.9	+ 8.6	+ 6.3	+ 5.2	+ 2.8	+10.7
Jan.-Nov., 1944 .							
Quebec							
November, 1942	158.6	140.1	187.0	212.0	148.1	144.6	211.3
November, 1943	168.1	160.6	205.4	203.8	153.8	165.2	213.7
November, 1944	182.6	167.5	233.1	228.4	162.3	184.1	230.4
1945							
October	202.6	203.2	247.0	244.1	175.8	208.4	268.8
November	205.0	180.1	280.2	260.2	179.4	205.3	262.5
% Change,							
November, 1945 ..	+12.3	+ 7.5	+20.2	+13.9	+10.5	+11.5	+13.9
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 .	+ 8.7	+ 5.5	+15.2	+ 8.6	+ 6.2	+10.5	+11.0
Jan.-Nov., 1944 .							
Ontario							
November, 1942	156.6	128.0	178.8	184.8	147.8	150.2	170.9
November, 1943	165.1	142.2	184.0	184.0	154.0	178.7	181.2
November, 1944	183.4	144.5	214.0	200.9	168.6	193.9	195.8
1945							
October	191.0	154.8	200.4	203.4	177.5	197.2	234.1
November	205.8	165.2	244.9	233.3	186.8	194.5	218.6
% Change,							
November, 1945 ..	+12.2	+14.3	+14.4	+16.1	+10.8	+ 0.3	+11.6
November, 1944 ..							
% Change,							
Jan.-Nov., 1945 .	+ 9.1	+ 8.9	+11.6	+10.3	+ 6.9	+ 0.8	+14.5
Jan.-Nov., 1944 .							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
263.7	243.4	186.2	177.3	153.5	158.4	268.7	146.4
282.4	276.6	201.3	208.8	148.8	175.9	370.8	136.0
293.7	297.5	214.3	220.8	190.8	200.8	395.1	146.4
324.6	323.5	242.1	220.3	211.9	238.3	349.8	155.3
359.6	348.0	250.7	232.6	215.3	251.9	(g)	183.1
+22.4	+17.0	+17.0	+ 5.3	+12.8	+25.4	(g)	+25.1
+ 9.8	+14.3	+11.1	+ 5.5	+10.1	+12.1	(g)	+10.1
			Quebec				
186.6	170.3	153.4	146.9	105.5	152.8	136.8	135.8
191.0	173.7	155.0	165.7	117.8	159.3	161.7	139.9
214.7	185.5	169.4	174.6	132.4	189.8	184.5	150.6
217.8	206.5	172.4	201.3	155.8	246.0	196.9	187.1
216.5	197.7	191.3	188.2	(g)	220.8	237.6	186.6
+ 0.8	+ 6.6	+12.9	+ 7.8	(g)	+16.3	+28.8	+23.9
+ 3.9	+ 5.8	+12.3	+ 7.3	(g)	+16.6	+19.2	+12.1
			Ontario				
181.5	184.8	154.7	144.5	118.9	128.5	165.2	118.5
196.8	205.0	156.5	160.3	113.7	130.9	212.2	92.9
223.5	237.4	176.1	170.1	134.6	148.8	247.7	90.2
248.7	260.4	188.9	178.8	155.4	196.6	220.3	111.6
257.6	255.0	204.8	181.2	(g)	193.6	280.3	118.5
+15.3	+ 7.4	+16.3	+ 6.5	(g)	+30.1	+13.2	+31.4
+13.6	+11.1	+11.6	+ 5.3	(g)	+18.4	+17.3	+ 9.1

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.
(g) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
November, 1942	166.3	150.6	190.4	196.5	142.7	156.7	236.5
November, 1943	181.3	164.5	197.1	210.1	154.7	186.7	260.0
November, 1944	202.0	180.5	227.4	231.4	168.4	199.0	302.2
1945							
October	220.7	211.0	226.9	214.5	194.9	216.5	329.7
November	224.4	192.2	262.3	266.8	186.8	214.3	330.7
% Change,							
November, 1945 .. / November, 1944 ..	+11.1	+ 6.5	+15.3	+15.3	+10.9	+ 7.7	+ 9.4
% Change,							
Jan.-Nov., 1945 . / Jan.-Nov., 1944 .	+ 7.3	+ 4.5	+ 9.5	+ 5.1	+ 7.1	+ 4.3	+10.6
			British Columbia				
November, 1942	162.4	115.8	188.5	163.7	145.6	157.4	209.7
November, 1943	166.6	126.3	192.7	162.8	144.9	175.6	193.8
November, 1944	183.5	143.6	214.5	167.4	156.9	181.1	217.8
1945							
October	201.1	183.0	214.6	162.9	177.3	198.8	230.2
November	209.0	162.6	244.7	207.8	174.6	194.2	254.5
% Change,							
November, 1945 .. / November, 1944 ..	+13.9	+13.2	+14.1	+24.1	+11.3	+ 7.2	+16.9
% Change,							
Jan.-Nov., 1945 . / Jan.-Nov., 1944 .	+ 9.9	+10.0	+ 9.9	+ 9.1	+ 8.6	+ 4.7	+ 9.7

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
210.8	188.2	150.8	144.6	148.4	169.3	181.5	142.8
234.1	230.3	167.7	173.2	149.9	182.3	251.1	157.2
259.5	260.0	190.6	187.7	172.2	209.6	294.1	148.2
313.2	254.3	239.4	209.9	193.3	245.9	264.8	171.5
298.9	270.4	197.6	204.5	184.3	239.4	333.8	159.7
+15.2	+ 4.0	+ 3.7	+ 9.0	+ 7.0	+14.2	+13.5	+ 7.8
+ 9.9	+ 6.5	+11.0	+ 5.1	+12.6	+12.0	+ 6.1	+ 8.1
			British Columbia				
193.3	193.7	163.9	158.4	148.9	177.5	183.1	142.3
190.7	201.6	172.8	191.2	150.5	175.4	226.1	107.8
195.1	211.3	200.9	217.1	180.6	213.1	247.0	129.2
224.9	244.9	243.0	239.5	212.2	251.9	230.6	145.2
221.2	236.9	216.7	237.4	229.3	265.2	296.9	172.3
+13.4	+12.1	+ 7.9	+ 9.4	+27.0	+24.4	+20.2	+33.4
+15.5	+ 8.4	+14.8	+10.1	+16.6	+19.0	+15.9	+11.0

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1944 and November, 1945
(Based on dollar sales of 20 firms including mail order houses)

	November, 1944	November, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	41,678,315	47,567,059	+14.1
1. Women's dresses, coats and suits	5,273,753	5,768,030	+ 9.4
2. Girls' and infants' wear	1,853,722	2,028,523	+ 9.4
3. Hosiery and gloves	1,801,897	1,885,508	+ 4.6
4. Lingerie and corsets	1,677,062	1,753,820	+ 4.6
5. Millinery	457,132	531,229	+16.2
6. Women's and children's apparel - (Total, 1-5)	11,063,566	11,967,110	+ 8.2
7. Men's and boys' clothing and furnishings	5,409,327	5,824,088	+ 7.7
8. Drugs and toilet articles and preparations	1,333,007	1,526,534	+14.5
9. Piece goods	2,997,191	3,188,486	+ 6.4
10. Smallwares	1,776,250	1,977,429	+11.3
11. Food and kindred products	2,727,314	3,111,752	+14.1
12. Furniture (including mattresses and springs)	2,040,496	2,321,153	+13.8
13. Home furnishings	2,498,423	2,869,165	+14.8
14. Household appliances and electrical supplies	620,575	943,207	+52.0
15. Hardware and kitchen utensils	1,055,692	1,412,769	+33.8
16. Radios, musical instruments and supplies	284,758	403,272	+41.6
17. Shoes and other footwear	3,061,003	3,580,893	+17.0
18. Stationery, books and magazines	1,117,230	1,318,548	+18.0
19. All other departments, total	5,693,483	7,122,653	+25.1

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Monthly Indexes of Retail Sales in Canada, December, 1945
(1935-1939=100)

An unprecedented volume of Christmas trade enabled Canadian retail merchants to expand their sales volume by 8 per cent in December, 1945 over the same month of 1944 and to secure a 20 per cent margin of increase over the preceding month of November, 1945. These results were derived from reports submitted by a sample of retail chain and independent firms operating approximately 9,000 stores and covering fourteen trades. Unadjusted indexes (on the base, 1935-1939=100) stood at 255.7 for December, 1945, 213.0 for November, 1945 and 237.1 for December, 1944.

Adjustment for differences in number of business days and for the high seasonal activity which normally characterizes December trading reduced the index for December to 187.0, well below the high mark of 200.7 reached in the preceding month of November, but nevertheless sustained at the level of the adjusted series during the period from June to November of 1945.

Most pronounced among the December gains reported for individual trades was a 45 per cent increase in business for radio and electrical stores. While the outstanding gains for this trade in recent months reflect the substantial increase in output of radios and electrical appliances, the extent of the increases reflects largely the low level of trading in the corresponding months of 1944 with which the comparisons are made. Hardware store sales were 21 per cent higher in December, 1945 over the same month a year previously, a result which is consistent with the trend for several months prior to December. Jewellery stores, which have maintained increases in volume more consistently than most other kinds of business over a period of years, reported sales 15 per cent higher in December, 1945 than in the same month of 1944. Drug stores reported sales 9 per cent higher, while furniture store business increased 8 per cent in the December comparison. In the case of the latter trade, the increase can be described as moderate compared with those obtained in earlier months of the year. Results obtained by individual firms, varied from increases of considerable proportions in some instances to rather sharp declines below December, 1944 in others.

Of those trades which are included under the general merchandise classification, department stores recorded the largest December increase with a gain of 10 per cent over the same month of 1944. Variety and country general stores had increases of 8 and 6 per cent respectively.

The index of food stores is a composite series derived from results for grocery stores, combination grocery and meat stores and independent meat markets. The increase for this trade between December of the two years amounted to 5 per cent. Restaurant receipts exceeded December, 1944 volume by the narrow margin of 2 per cent.

Increases for the apparel trades were generally smaller than those reported for other kinds of business and were markedly reduced from increases which prevailed in most of the earlier months of the year. Although family clothing stores achieved an increase of 7 per cent, sales of men's wear stores, ladies' specialty shops and shoe stores were limited to increases of 4 per cent in each case.

A review of the annual comparisons between 1944 and 1945 reveals that most substantial gains were recorded in four of the five trades listed under the household and personal effects group--and particularly those four which are mainly concerned with the merchandising of durable goods. As mentioned previously, jewellery stores have experienced a continual expansion in sales volume over an extended period of time. Furniture and hardware expansion developed during 1944 and continued throughout 1945. The increase in sales of radio and electrical stores, on the other hand, got under way only during the latter part of 1945. Increases over 1944 for drug stores showed remarkable consistency throughout all months of 1945 and the increase for the year stood at 7 per cent.

Increases of 11 per cent over 1944 for family clothing stores and for shoe stores were slightly larger than gains for other trades in the apparel group which amounted to 10 per cent in the case of men's wear stores and 8 per cent for women's clothing stores. All four of these trades recorded changing trends during the first five months of the year, the heavy Easter trade in March being following by sales declines in April and May below 1944. Substantial increases featured results throughout the last seven months of the year. Increases in sales of men's wear stores became progressively larger following the end of hostilities in Europe until September and October increases reached approximately 20 per cent compared with 1944. However, the inadequacy of supplies to replenish dealers' inventories, reduced by the heavy drain resulting from fall purchases, became apparent in the results for the last two months of the year when increases were reduced to 13 and 4 per cent.

Food store sales gained 7 per cent in 1945 over 1944. Restaurant receipts increased only 4 per cent between the two years.

Department store sales were up 11 per cent in 1945 compared with 1944, a gain which somewhat exceeds increases for the other two trades under the general merchandise classification. The importance of durable household goods as a component of sales for this trade probably accounts for some of the increased margin of business in relation to that secured by variety stores and country general stores. Variety store sales were up 8 per cent, while country general stores increased their sales volume by 7 per cent.

Sales reported by chain candy firms were up 3 per cent in December, 1945 over December, 1944. The increase for the year amounted to 3 per cent also. Furriers reported December sales 8 per cent higher in 1945 than in 1944.

Regional Trends

During the month of December, Ontario sales increased by a somewhat greater extent than did those for other regions. A gain of 10 per cent in that province compares with increases ranging from 5 to 8 per cent elsewhere. Annual increases for the various regions varied but slightly, ranging from 7 per cent in the Maritime Provinces and Prairie Provinces to 10 per cent in British Columbia.

Departmental Analysis of Department Store Sales

Sales of the department stores reporting figures on a departmental basis averaged 12 per cent higher in December, 1945 than in the same month of 1944. Increased supplies of merchandise lifted sales for the radio, household appliance and hardware departments above December, 1944 volume by very substantial amounts, the gains being 69, 50 and 47 per cent respectively. Merchandise shortages in popular apparel gift lines prevented any substantial increase over December, 1944 for clothing departments, both men's and women's departments recording increases of only 3 per cent in December, 1945 over 1944. Furniture, home furnishings, stationery and drug departments recorded increases in the vicinity of 15 per cent, gains which are in line with those experienced in the previous month of November.

A summary of department store sales by departments for the years 1944 and 1945 is contained on Page 11 of this report. The more pronounced gains occurred in durable household goods departments, a trend which was in evidence in the specialty store field also. Where commodity sales in the individual departments correspond fairly closely with those of specialty stores, the results are strikingly similar. This is particularly true of clothing, footwear, food and furniture.

Comparison of Retail Sales in Canada, for 1944 and 1945, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Dec., 1945 Compared With Sales In			Sales in Jan.-Dec., 1945 Compared With Sales In	
	Dec. 1941	Dec. 1944	Nov. 1945	Jan.-Dec., 1941	Jan.-Dec., 1944
	%	%	%	%	%
GENERAL INDEX	+31.5	+ 7.8	+20.0	+39.8	+ 8.4
General Merchandise Group:					
Country General Stores	+41.6	+ 6.2	+14.9	+48.2	+ 6.5
Department Stores	+16.8	+10.0	+ 8.1	+37.3	+10.9
Variety Stores	+17.2	+ 7.5	+60.8	+30.9	+ 8.4
Food Group:					
Food Stores	+33.5	+ 5.4	+16.1	+35.9	+ 6.5
Restaurants	+44.5	+ 1.7	- 2.2	+59.9	+ 3.9
Clothing Group:					
Family Clothing Stores	+41.6	+ 7.0	+19.2	+49.6	+11.1
Men's Clothing Stores	+27.2	+ 3.9	+20.4	+41.2	+ 9.5
Women's Clothing Stores	+35.8	+ 4.0	+24.9	+51.9	+ 8.4
Shoe Stores	+22.7	+ 4.4	+22.9	+51.3	+11.3
Household and Personal Effects Group:					
Drug Stores	+56.5	+ 9.4	+46.2	+45.6	+ 6.5
Furniture Stores	+22.0	+ 7.5	- 2.5	+15.9	+12.6
Hardware Stores	+37.8	+21.0	+ 5.9	+40.0	+16.4
Jewellery Stores (b)	+65.0	+14.5	+131.1	+67.8	+15.0
Radio and Electrical Stores	+17.8	+44.9	+31.5	-10.9	+13.9

(b) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision.)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
December, 1939 ...	157.1	112.3	123.5	105.6	188.9	116.4	248.1	122.7
December, 1941 ...	194.4	144.0	147.4	123.4	239.2	145.8	341.6	176.2
December, 1942 ...	209.3	155.6	166.3	139.4	241.6	146.6	346.6	178.1
December, 1943 ...	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
December, 1944 ...	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
1945								
January	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	192.0	203.8
September	187.2	186.0	176.5	165.2	201.6	205.3	194.0	200.7
October	203.8	189.7	192.3	172.1	220.9	189.3	217.9	212.7
November	213.0	200.7	181.6	174.2	258.3	222.4	249.0	245.4
December	255.7	187.0	208.7	173.6	279.3	174.2	400.3	197.9

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
December, 1939 ...	129.3	110.9	109.8	105.7	(b)	(b)	178.8	104.0
December, 1941 ...	161.6	149.1	138.4	133.2	219.5	142.3	242.9	148.0
December, 1942 ...	178.1	163.7	166.2	159.9	255.4	165.5	263.8	160.7
December, 1943 ...	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
December, 1944 ...	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
1945								
January	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.7	189.9	200.0	194.4	310.9	193.8	309.0	179.0

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision.)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
December, 1939 ...	168.0	106.7	143.9	101.3	141.6	111.4	139.5	119.4
December, 1941 ...	223.7	148.8	209.3	153.2	182.6	145.5	130.3	110.2
December, 1942 ...	262.0	174.3	212.0	155.2	213.1	168.8	135.8	114.9
December, 1943 ...	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
December, 1944 ...	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
1945								
January	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	168.0	142.6
November	243.3	217.4	208.9	214.7	195.5	197.7	163.1	152.3
December	303.8	196.7	256.8	178.1	285.8	225.5	159.0	134.5

Year and Month	Hardware		(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
December, 1939 ...	125.6	117.5	356.7	(b)	146.3	108.1
December, 1941 ...	168.1	151.3	411.0	155.6	169.4	127.8
December, 1942 ...	160.2	144.2	440.4	166.8	154.5	116.5
December, 1943 ...	170.5	159.6	515.3	195.1	136.0	102.6
December, 1944 ...	191.5	177.1	592.6	233.4	137.7	108.0
1945						
January	120.2	200.4	149.7	209.8	99.0	118.4
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	231.7	210.9	678.3	267.1	199.5	156.6

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
December, 1942	250.0	172.3	261.6	449.8	193.7	230.5	306.4
December, 1943	271.8	202.8	267.1	435.7	215.7	239.4	348.3
December, 1944	295.3	216.8	286.7	472.7	233.8	251.2	375.4
1945							
November	252.6	195.8	308.0	317.3	211.2	239.8	314.6
December	311.5	241.3	298.6	486.0	247.0	229.5	405.2
% Change,							
December, 1945 ..	+ 5.5	+11.3	+ 4.2	+ 2.8	+ 5.6	- 8.6	+ 7.9
December, 1944 ..							
% Change,							
Jan.-Dec., 1945 .	+ 7.1	+ 8.4	+ 8.2	+ 5.7	+ 5.2	+ 1.9	+10.4
Jan.-Dec., 1944 .							
Quebec							
December, 1942	206.5	169.8	264.2	349.9	182.6	153.4	256.9
December, 1943	215.4	184.2	259.7	341.6	193.3	171.6	260.8
December, 1944	230.9	194.3	286.1	386.0	204.0	187.0	277.6
1945							
November	204.7	179.9	277.3	260.6	178.9	205.8	259.4
December	246.8	205.0	310.4	409.8	210.9	201.1	303.4
% Change,							
December, 1945 ..	+ 6.9	+ 5.5	+ 8.5	+ 6.2	+ 3.4	+ 7.5	+ 9.3
December, 1944 ..							
% Change,							
Jan.-Dec., 1945 .	+ 8.5	+ 5.5	+14.1	+ 8.2	+ 5.9	+10.3	+10.7
Jan.-Dec., 1944 .							
Ontario							
December, 1942	208.8	153.2	235.5	330.2	178.2	160.0	226.1
December, 1943	217.0	163.9	230.2	321.1	190.2	186.7	238.8
December, 1944	232.3	170.5	236.3	352.1	207.4	192.1	258.2
1945							
November	205.8	164.6	244.4	232.0	187.0	195.6	219.6
December	256.4	188.1	269.3	390.3	221.5	189.1	277.3
% Change,							
December, 1945 ..	+10.4	+10.3	+14.0	+10.8	+ 6.8	- 1.6	+ 7.4
December, 1944 ..							
% Change,							
Jan.-Dec., 1945 .	+ 9.2	+ 9.0	+11.9	+10.3	+ 6.9	+ 0.6	+13.6
Jan.-Dec., 1944 .							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
378.2	329.1	265.2	276.3	185.3	180.5	664.8	220.3
411.8	337.2	265.8	327.5	204.3	209.4	825.0	170.9
450.5	384.0	332.8	345.7	233.8	223.6	934.0	186.5
347.9	343.9	251.7	234.7	215.8	252.0	431.1	183.1
471.5	387.1	334.5	358.2	260.1	258.6	982.0	277.4
+ 4.7	+ 0.8	+ 0.5	+ 3.6	+11.2	+15.7	+ 5.1	+48.7
+ 8.6	+12.4	+ 9.8	+ 5.3	+10.2	+12.5	+ 9.4	+14.6
			Quebec				
230.3	244.4	206.7	183.9	124.5	137.2	377.2	162.6
247.0	246.2	208.5	218.4	126.4	143.2	412.6	168.8
262.3	253.3	228.2	224.1	133.5	160.0	476.4	163.8
218.3	196.5	194.2	190.3	(c)	216.9	242.0	188.2
257.4	261.8	215.5	251.5	(c)	200.5	574.8	223.5
- 1.9	+ 3.4	- 5.6	+12.2	(c)	+25.3	+20.7	+36.4
+ 3.2	+ 5.4	+10.3	+ 7.9	(c)	+17.1	+19.8	+14.8
			Ontario				
271.9	274.6	211.6	206.0	131.3	148.2	437.5	143.9
282.0	287.5	208.9	235.8	118.0	149.9	503.5	115.4
303.9	313.0	242.5	244.6	131.7	163.7	580.7	114.5
257.1	254.0	206.3	181.9	147.3	190.7	284.2	120.2
324.9	337.0	269.7	270.7	135.4	217.2	671.7	182.3
+ 6.9	+ 7.7	+11.2	+10.7	+ 2.8	+32.7	+15.7	+59.2
+12.6	+10.6	+11.7	+ 6.0	+12.8	+19.6	+17.1	+14.9

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
December, 1942	199.4	173.9	228.5	351.5	163.4	168.5	258.0
December, 1943	215.3	194.2	231.3	365.1	176.0	192.1	277.6
December, 1944	229.8	207.8	244.2	382.7	189.8	200.4	312.4
1945							
November	224.7	191.8	261.7	266.3	186.1	216.2	330.4
December	242.3	210.3	263.5	394.0	200.3	212.9	309.9
% Change,							
December, 1945 .. / December, 1944 ..	+ 5.4	+ 1.2	+ 7.9	+ 3.0	+ 5.5	+ 6.2	- 0.8
% Change,							
Jan.-Dec., 1945 . / Jan.-Dec., 1944 .	+ 7.1	+ 4.2	+ 9.2	+ 4.7	+ 6.9	+ 4.5	+ 9.2
			British Columbia				
December, 1942	210.5	147.3	253.9	307.1	165.7	175.6	311.6
December, 1943.....	216.4	166.7	254.9	290.7	164.7	189.3	298.9
December, 1944	240.5	187.5	277.0	317.5	184.2	196.9	341.2
1945							
November	209.0	162.6	244.5	207.8	175.0	195.0	242.9
December	258.9	210.0	301.0	341.0	193.2	200.8	377.3
% Change,							
December, 1945 .. / December, 1944 ..	+ 7.7	+12.0	+ 8.7	+ 7.4	+ 4.9	+ 2.0	+10.6
% Change,							
Jan.-Dec., 1945 . / Jan.-Dec., 1944 .	+ 9.7	+10.2	+ 9.7	+ 8.8	+ 8.3	+ 4.5	+ 9.3

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
236.1	234.8	164.2	225.3	138.6	183.7	433.3	162.3
267.9	257.3	186.4	262.1	151.9	207.4	576.6	141.6
257.8	275.3	198.5	282.9	160.2	239.7	648.3	141.1
298.8	268.9	199.1	203.8	187.9	243.3	336.0	177.0
279.3	263.4	186.7	304.8	159.1	261.3	700.4	183.2
+ 8.3	- 4.3	- 5.9	+ 7.7	- 0.7	+ 9.0	+ 8.0	+29.8
+ 9.7	+ 5.1	+ 9.5	+ 5.4	+11.5	+11.8	+ 6.6	+11.0
			British Columbia				
260.2	259.6	232.7	242.8	158.7	205.9	458.2	146.2
268.3	255.8	245.1	292.7	165.6	214.6	512.4	135.6
289.6	281.7	292.7	328.0	196.6	258.3	608.1	159.7
221.6	238.2	241.4	236.6	223.7	262.5	303.2	166.7
277.0	277.4	323.2	351.6	208.0	291.7	712.8	214.4
- 4.4	- 1.5	+10.4	+ 7.2	+ 5.8	+12.9	+17.2	+34.3
+12.6	+ 7.3	+15.2	+ 9.7	+15.2	+18.2	+16.5	+13.2

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

December, 1944 and December, 1945
(Based on dollar sales of 17 firms including mail order houses)

	December, 1944	December, 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	43,932,706	49,058,862	+11.7
1. Women's dresses, coats and suits	4,323,033	4,613,773	+ 6.7
2. Girls' and infants' wear	1,689,364	1,646,045	- 2.6
3. Hosiery and gloves	2,171,547	2,173,638	+ 0.1
4. Lingerie and corsets	1,878,668	1,910,069	+ 1.7
5. Millinery	337,141	367,107	+ 8.9
6. Women's and children's apparel - (Total, 1-5)	10,399,753	10,710,632	+ 3.0
7. Men's and boys' clothing and furnishings	5,692,728	5,878,130	+ 3.3
8. Drugs and toilet articles and preparations	2,223,592	2,530,827	+13.8
9. Piece goods	2,619,349	2,830,962	+ 8.1
10. Smallwares	2,196,238	2,376,479	+ 8.2
11. Food and kindred products	3,393,363	3,604,508	+ 6.2
12. Furniture (including mattresses and springs)	1,623,103	1,889,354	+16.4
13. Home furnishings	2,412,187	2,741,472	+13.7
14. Household appliances and electrical supplies	622,431	933,647	+50.0
15. Hardware and kitchen utensils	1,028,195	1,509,992	+46.9
16. Radios, musical instruments and supplies	327,980	554,258	+69.0
17. Shoes and other footwear	2,885,501	3,148,298	+ 9.1
18. Stationery, books and magazines	1,783,825	2,048,191	+14.8
19. All other departments, total	6,724,461	8,302,112	+23.5

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-December, 1944 and January-to-December, 1945

	Jan.-to-Dec., 1944	Jan.-to-Dec., 1945	% Change, 1945/1944
	$	$	
TOTAL SALES, ALL DEPARTMENTS	359,684,331	400,540,628	+11.4
1. Women's dresses, coats and suits	42,011,971	46,805,022	+11.4
2. Girls' and infants' wear	15,773,198	17,617,486	+11.7
3. Hosiery and gloves	15,067,545	15,563,568	+ 3.3
4. Lingerie and corsets	16,126,679	16,452,896	+ 2.0
5. Millinery	4,211,442	4,832,558	+14.7
6. Women's and children's apparel-(Total, 1-5)	93,190,835	101,271,530	+ 8.7
7. Men's and boys' clothing and furnishings	42,194,951	46,036,572	+ 9.1
8. Drugs and toilet articles and preparations	11,594,154	12,778,616	+10.2
9. Piece goods	28,648,002	31,960,354	+11.6
10. Smallwares	13,684,376	15,000,696	+ 9.6
11. Food and kindred products	29,760,776	31,949,374	+ 7.4
12. Furniture (including mattresses and springs)	20,458,729	23,596,830	+15.3
13. Home furnishings	24,225,911	26,817,007	+10.7
14. Household appliances and electrical supplies	6,289,378	7,476,557	+18.9
15. Hardware and kitchen utensils	12,491,096	15,042,327	+20.4
16. Radios, musical instruments and supplies	2,546,244	2,998,585	+17.8
17. Shoes and other footwear	25,746,545	29,165,432	+13.3
18. Stationery, books and magazines	7,310,870	8,286,831	+13.3
19. All other departments, total	41,542,464	48,159,917	+15.9

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Monthly Indexes of Retail Sales in Canada, January, 1946
(1935-1939=100)

The dollar volume of retail sales in Canada was 12 per cent greater in January, 1946 than in January, 1945, but was 37 per cent below December, 1945. Unadjusted indexes (on the base, 1935-1939=100) stood at 160.3 for January, 1946, 143.0 for January, 1945 and 256.1 for December, 1945.

Sales increases over January of last year were experienced by all trades represented in the monthly survey, although the extent of the margin between January of the two years varied widely. The much higher increases for stores engaged in retailing durable household goods, either in whole or in part, emphasizes a condition which has prevailed for the past few months under the impetus of a more substantial flow of merchandise to the retail market. The particularly extensive increases in those trades concerned principally with durable household goods are also to some extent a reflection of the relatively low level of trading in the earlier period.

The current emphasis on obtaining consumer goods in short supply during the war years and now generally under increasing production, and the demands of service men for apparel lines of merchandise, tend to reduce the significance of normal seasonal patterns of sales. These conditions make it less difficult to effect higher percentage gains in certain months, such as January, when seasonal trading is usually at a relatively lower level. The experience of the furniture trade in January illustrates this aspect of current trading operations. Furniture store sales increased 50 per cent in January this year over last, the dollar volume of sales reported far surpassing those made in any previous January. Radio and electrical stores experienced a 48 per cent gain over January, 1945. This represents a continued widening of the spread in the corresponding-month comparisons which has been in evidence since resumption of production of radios and household appliances in the latter part of 1945. The 33 per cent gain for hardware store sales in January was greater than the gains recorded last year and is evidence of the greater variety of hardware merchandise now available for distribution. The partial disappearance of normal seasonal influences is also a factor affecting the hardware results.

Of the other trades included in the Household and Personal Effects Group, jewellery store sales were 14 per cent higher in January this year than last, the increase being similar to gains in recent months, while drug store sales were up by 11 per cent.

Pronounced gains over January, 1945, also featured the apparel trade made up of four kinds of stores. The greatest relative increase for January of this year, amounting to 20 per cent, was that recorded by men's wear stores. There had been a reduction in the percentage gains in the last two months of 1945 below those recorded in the summer and fall months. This probably resulted from the inability of dealers to replace stocks reduced by the heavy demand prevailing throughout the last half of the year and particularly in the last two months. The January sales

increase indicates the rapid absorption, in part at least, of merchandise deliveries to retailers by a civilian male population substantially increased since January of the previous year by the return of service personnel. Family clothing stores also had an impressive increase of 17 per cent in the month under review. Sales of women's specialty shops and shoe stores gained 11 and 12 per cent respectively in the January comparison.

A gain of 12 per cent was recorded for department stores, while country general store sales were up 9 per cent in January of the current year over January a year ago. Variety store sales were limited to a 2.5 per cent expansion between January of the two years. Sales of the latter trade comprise a relatively smaller proportion of those commodities which are presently enjoying a particularly active trade, such as household equipment, hardware and men's wear. This accounts for the much smaller gains in sales for variety stores than for the other trades in the general merchandise group.

Food store sales gained 10 per cent in January, while restaurants dispensed meals and other merchandise valued only 6 per cent greater than receipts for January, 1945.

Sales figures reported by chain candy firms were 15 per cent greater in January, 1946 than those reported for the same month last year. Furriers did 19 per cent more business in January this year than last.

Regional Trends

A review of the results for different sections of the country indicates that a comparatively small gain of 6 per cent occurred in the Maritime Provinces. There is evidence of a tendency towards levelling-off in the underlying sales trend for the Maritime Provinces in recent months. While total sales continue to exceed those for corresponding months of the war years, the important gains are restricted to those trades in which supply conditions have shown recent improvement. Those stores specializing in the disposal of staple commodities, on the other hand, show less pronounced activity. January results reveal declines below last year in a number of trades, among which are variety stores, women's clothing stores, shoe stores, department stores and jewellery stores. It may be noted, however, that the level of trading in the Maritime Provinces is currently at a much higher level relative to the base period (1935-1939) than in any other region of the country.

Increases in other sections of the country generally approximate the average gain for Canada, ranging from 10 per cent in the Prairie Provinces to 15 per cent in British Columbia. Food stores in the Prairie Provinces recorded gains which exceeded those of food stores located in other parts of the Dominion. Increases for several other trades, however, were noticeably smaller in the Prairie Provinces than those elsewhere. Among those trades in which this condition was apparent were the following: department stores, country general stores, hardware stores, radio and electrical stores, women's clothing stores and shoe stores. In British Columbia, where the average gain exceeded that for all other regions, the sales increase was enhanced by greater-than-average gains for stores handling a general line of merchandise.

Departmental Analysis of Department Store Sales

There were wide variations in the trends for individual departments as revealed in the departmental sales totals compiled from reports submitted by 19 departmental firms for January. Marked gains in sales continued to be experienced in durable household goods departments. Although women's outerwear garments showed a

12 per cent sales increase, declines were apparent in other types of ladies' wear and the resulting sales gain for the ladies' apparel group as a whole between January of the two years amounted to only 3 per cent. Sales of the men's wear and the footwear departments, on the other hand, recorded much higher increases of 12 per cent in each case.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar value. No corrections have been made for higher prices.)

Kind of Business	Sales in Jan., 1946 Compared With Sales In		
	January, 1941	January, 1945	December, 1945
	%	%	%
GENERAL INDEX	+59.2	+12.1	-37.4
General Merchandise Group:			
Country General Stores	+65.2	+ 9.1	-33.9
Department Stores	+47.0	+11.8	-51.0
Variety Stores	+47.7	+ 2.5	-64.2
Food Group:			
Food Stores	+54.5	+ 9.5	-15.4
Restaurants	+84.4	+ 6.0	- 6.1
Clothing Group:			
Family Clothing Stores	+78.1	+16.7	-53.0
Men's Clothing Stores	+52.7	+19.7	-54.5
Women's Clothing Stores	+69.6	+10.5	-50.7
Shoe Stores	+49.5	+11.7	-57.1
Household and Personal Effects Group:			
Drug Stores	+65.2	+10.6	-31.9
Furniture Stores	+79.8	+50.3	- 9.8
Hardware Stores	+99.4	+33.0	-31.3
Jewellery Stores (a)	+82.5	+14.0	-74.8
Radio and Electrical Stores	+31.1	+47.7	-25.9

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
January, 1939	79.3	100.3	73.1	99.5	71.0	98.4	68.7	111.2
January, 1941	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1943	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1944	133.8	167.1	119.5	160.5	109.7	151.3	131.7	21[illegible].3
January, 1945	143.0	174.9	127.0	166.0	122.5	163.1	139.6	221.5
1945								
February	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	191.9	203.7
September	187.2	186.0	176.5	165.2	201.6	205.3	194.2	200.9
October	203.8	189.8	192.3	172.1	220.9	189.3	218.2	213.0
November	213.1	200.8	181.6	174.2	258.4	222.5	249.9	246.3
December	256.1	187.4	209.7	174.3	279.6	174.4	400.0	197.8
1946								
January	160.3	196.5	138.6	180.7	136.9	182.3	143.1	226.1

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
January, 1939	93.2	101.1	89.5	95.7	(b)	(b)	69.8	96.4
January, 1941	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1943	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1944	156.0	169.2	179.8	191.6	115.3	174.6	107.0	153.3
January, 1945	166.5	176.3	179.1	188.4	125.3	186.3	117.5	165.7
1945								
February	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.6	189.8	201.7	196.0	310.8	193.8	308.7	178.8
1946								
January	182.3	192.2	189.9	199.2	146.2	216.9	140.6	198.2

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1939	67.9	97.7	63.2	87.5	96.3	104.4	60.8	94.5
January, 1941	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1943	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1944	126.8	180.9	100.8	146.9	168.0	176.8	89.9	139.6
January, 1945	135.8	190.0	99.0	143.1	176.2	187.2	99.7	151.3
1945								
February	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	169.7	144.0
November	243.3	217.4	208.9	214.7	195.5	197.7	164.6	153.7
December	304.5	197.2	257.6	178.6	286.2	225.9	166.1	140.5
1946								
January	150.1	209.1	110.6	158.0	194.9	207.1	149.8	228.1

Year and Month	Hardware		(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
January, 1939	63.4	107.8	71.1	(b)	77.7	100.3
January, 1941	80.2	131.1	93.5	131.0	111.5	133.4
January, 1943	95.0	158.4	120.3	175.3	112.2	139.6
January, 1944	105.9	179.3	142.6	207.8	99.8	124.2
January, 1945	120.2	200.4	149.7	209.8	99.0	118.4
1945						
February	119.2	218.4	169.6	243.4	93.8	121.5
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	232.6	211.7	677.6	266.9	197.2	154.7
1946						
January	159.9	265.5	170.6	239.0	146.2	174.8

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
January, 1943	148.1	122.9	116.0	143.7	167.6	206.4	131.3
January, 1944	160.2	140.8	117.5	152.4	182.0	216.6	134.0
January, 1945	172.6	152.9	130.9	169.8	193.9	219.4	148.6
December, 1945	311.2	240.4	298.6	485.4	247.0	235.4	400.6
January, 1946	183.3	173.9	130.3	150.8	209.7	215.7	158.7
% Change,							
January, 1946 / January, 1945	+ 6.2	+13.7	- 0.5	-11.2	+ 8.1	- 1.7	+ 6.8
Quebec							
January, 1943	133.4	110.8	115.5	151.3	162.1	145.7	113.8
January, 1944	132.4	119.1	105.5	156.4	160.0	163.9	105.8
January, 1945	141.1	123.6	119.9	160.5	169.6	171.7	117.0
December, 1945	247.3	205.8	310.3	410.0	211.1	201.0	301.7
January, 1946	157.4	135.3	137.8	171.0	180.2	192.7	132.2
% Change,							
January, 1946 / January, 1945	+11.6	+ 9.5	+14.9	+ 6.5	+ 6.3	+12.2	+13.0
Ontario							
January, 1943	128.7	111.3	102.9	121.4	158.0	152.0	111.5
January, 1944	129.6	116.3	101.2	118.8	154.5	184.1	109.8
January, 1945	138.8	122.5	117.4	127.7	166.1	180.0	118.7
December, 1945	256.6	188.2	270.0	389.0	220.9	193.2	279.6
January, 1946	158.4	135.6	135.0	131.9	183.4	186.1	148.3
% Change,							
January, 1946 / January, 1945	+14.1	+10.7	+15.0	+ 3.3	+10.4	+ 3.4	+24.9

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
179.6	163.6	113.8	171.9	109.5	99.7	218.1	135.2
178.2	164.0	115.2	198.6	137.0	126.2	258.4	117.4
197.4	185.4	141.6	204.1	130.7	135.5	277.9	127.3
464.8	390.5	331.7	359.5	254.4	258.0	990.5	277.4
224.6	180.9	140.4	221.6	193.9	152.6	251.7	169.6
+13.8	- 2.4	- 0.8	+ 8.6	+48.4	+12.6	- 9.4	+33.2
			Quebec				
95.9	111.8	82.3	158.9	77.7	85.8	100.3	114.3
87.5	100.8	71.4	171.3	69.6	93.8	109.1	105.7
91.0	99.2	74.7	181.4	80.5	114.0	121.8	98.6
256.9	261.1	220.4	252.7	164.0	197.0	576.3	221.6
104.0	112.2	86.3	207.1	(c)	169.8	147.0	151.9
+14.3	+13.1	+15.5	+14.2	(c)	+48.9	+20.7	+54.1
			Ontario				
100.1	134.2	96.3	147.5	90.7	92.3	113.4	100.9
98.7	132.6	102.5	158.0	85.5	93.1	133.6	81.8
112.8	146.2	91.3	163.4	90.7	103.6	138.9	74.0
324.7	337.1	269.7	269.7	142.4	220.1	666.9	177.1
137.7	166.4	107.7	179.8	153.6	146.9	161.6	114.9
+22.1	+13.8	+18.0	+10.0	+69.3	+41.8	+16.3	+55.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.
(c) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
January, 1943	115.2	103.2	103.8	112.8	127.7	145.6	117.9
January, 1944	130.8	114.1	114.3	130.9	142.2	173.8	134.7
January, 1945	139.3	121.9	126.4	138.6	149.1	172.9	142.9
December, 1945	243.6	213.2	263.9	393.9	200.6	212.6	315.9
January, 1946	153.5	125.3	134.3	138.7	170.2	189.5	166.7
% Change,							
January, 1946 .... / January, 1945	+10.2	+ 2.8	+ 6.3	+ 0.1	+14.2	+ 9.6	+16.7
British Columbia							
January, 1943	129.8	106.6	119.2	103.0	137.3	162.1	133.7
January, 1944	137.5	114.1	126.7	107.0	143.0	185.1	120.0
January, 1945	146.2	124.9	128.3	110.7	155.2	178.9	126.7
December, 1945	258.9	208.3	300.9	345.6	193.8	198.0	367.8
January, 1946	167.8	150.4	151.6	118.5	173.8	185.0	141.5
% Change,							
January, 1946 .... / January, 1945	+14.8	+20.4	+18.2	+ 7.0	+12.0	+ 3.4	+11.7

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
105.1	109.7	105.9	144.7	102.1	103.4	127.5	120.9
123.9	126.3	124.8	168.9	121.1	130.2	169.5	145.6
135.5	136.1	121.4	178.9	138.7	140.4	169.5	160.7
279.4	269.5	187.0	305.5	165.8	263.4	705.0	185.6
166.9	144.1	130.1	196.8	204.7	160.3	200.1	212.5
+23.2	+ 5.9	+ 7.2	+10.0	+47.6	+14.2	+18.1	+32.2
			British Columbia				
118.8	138.6	116.8	159.6	126.8	108.8	120.6	136.0
120.5	155.9	149.1	190.4	120.2	116.0	145.3	98.2
123.1	165.0	157.0	210.3	151.2	149.4	147.9	115.1
281.3	276.4	318.7	357.0	210.8	294.5	711.6	216.8
149.5	169.5	157.7	228.9	203.0	203.8	169.3	172.5
+21.4	+ 2.7	+ 0.4	+ 8.8	+34.3	+36.4	+14.5	+49.9

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1945 and January, 1946
(Based on dollar sales of 19 firms including mail order houses)

	January, 1945	January, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	22,053,175	24,786,331	+12.4
1. Women's dresses, coats and suits	2,383,794	2,668,857	+12.0
2. Girls' and infants' wear	696,787	653,300	- 6.2
3. Hosiery and gloves	861,040	759,796	-11.8
4. Lingerie and corsets	978,764	953,749	- 2.6
5. Millinery	189,947	200,407	+ 5.5
6. Women's and children's apparel - (Total, 1-5)	5,110,332	5,236,109	+ 2.5
7. Men's and boys' clothing and furnishings	2,132,003	2,383,229	+11.8
8. Drugs and toilet articles and preparations	803,836	860,466	+ 7.0
9. Piece goods	2,308,960	2,301,292	- 0.3
10. Smallwares	907,774	995,949	+ 9.7
11. Food and kindred products	2,328,518	2,542,118	+ 9.2
12. Furniture (including mattresses and springs)	1,423,639	1,850,011	+29.9
13. Home furnishings	1,434,776	1,651,262	+15.1
14. Household appliances and electrical supplies	403,164	657,368	+63.1
15. Hardware and kitchen utensils	730,746	1,006,252	+37.7
16. Radios, musical instruments and supplies	202,053	355,983	+76.2
17. Shoes and other footwear	1,302,693	1,452,740	+11.5
18. Stationery, books and magazines	459,537	553,353	+20.4
19. All other departments, total	2,505,144	2,940,199	+17.4

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Monthly Indexes of Retail Sales in Canada, February, 1946
(1935-1939=100)

Consumer purchasing continued at a high level in February, 1946 and Canadian retail merchants reported sales 14 per cent greater than in February of 1945. Dollar volume of retail business moved 4 per cent ahead of that for January, 1946. These results are prepared from consolidated figures submitted by a representative group of chain and independent firms engaged in fourteen different trades. The increase for February of this year over last was slightly greater than the 12 per cent margin between January of the two years. Cumulative results indicated that a gain of 13 per cent had occurred in the first two months of this year compared with the similar period of 1945. Unadjusted indexes of sales, relative to the average monthly sales figure in the base period, 1935 to 1939, stood at 167.0 for February, 1946, 146.7 for February, 1945 and 160.2 for January, 1946.

An analysis of the increases shown by the individual trades over February of last year reveals few significant changes from the pattern which has developed in recent months. Stores specializing in durable goods continue to lead in point of view of increased sales. February results show radio and electrical stores particularly active, a 62 per cent increase in February representing a continued extension of the margin between this year and last which had reached 48 per cent in the January comparison. Furniture and hardware stores followed with gains of 35 and 37 per cent. The increase for furniture stores, while still of substantial proportions, was lower than the exceptional gain of 50 per cent recorded in January.

A 32 per cent increase in February for men's clothing stores extends further the margin over last year, the gain comparing with an advance of 20 per cent in January. Family clothing stores share also in the particularly active current demand for men's apparel as indicated by the 22 per cent increase in sales between February of 1945 and 1946. Increases in sales for the other apparel trades did not reach the average increase in retail sales for all types of stores, amounting to 12 per cent in the case of ladies' specialty shops and 7 per cent for shoe stores.

Of the trades listed under the general merchandise category, department stores had by far the largest sales increase in February. The 19 per cent increase which appears in the February results compares with a 12 per cent gain recorded by department stores in January. Increases of 10 per cent for country general stores and 4 per cent for variety stores were almost similar to gains reported for these kinds of business in January, 1946 over 1945.

Sales of food stores, restaurants and drug stores, not affected to the same extent as most other trades by the current flow of products long absent from dealers' shelves, enjoyed moderate increases ranging from 7 to 10 per cent in February. Dollar sales of jewellery stores gained 16 per cent over February, 1945, continuing a rather constant increase which has characterized results for the trade over a prolonged period.

Price 10 cents

A supplementary tabulation of results for chain candy firms showed sales higher by 17 per cent in February and 16 per cent in the first two months of this year over the corresponding periods of 1945. Reports provided by retail furriers revealed a 34 per cent increase in February, 1946 over 1945.

Regional Trends

The general indexes of retail sales for Ontario, the Prairie Provinces and British Columbia moved uniformly upward in February, increases amounting to 15 or 16 per cent in each case. In Quebec and the Maritime Provinces, gains were somewhat lower, standing at 12 and 9 per cent. February increases for the Maritime Provinces and Prairie Provinces were somewhat higher than those which had occurred in January in these two sections of the country. Increases elsewhere were very similar in the first two months of this year compared with last.

Higher increases in sales are shown for the Prairie Provinces than for other regions in food, and also in apparel stores, with the exception of ladies' wear shops.

Among the more peculiar trends disclosed in the regional statistics are the outstanding gains recorded in February by British Columbia general merchants and by department stores in the Maritime Provinces.

Departmental Analysis of Department Store Sales

Total sales of 17 firms which provided information for various departments were 19 per cent higher in February of this year over last. Increases for departments specializing in the sale of radios and musical instruments and those handling household appliances were even more extensive than those recorded in recent months and amounted to 138 and 101 per cent respectively in the month under review. Increases in other durable goods departments were of sizable proportions, approximating the gains which they have experienced in late months. Trading in men's apparel was particularly active in February and a 27 per cent advance was recorded over February a year ago.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for higher prices.)

Kind of Business	Sales in Feb., 1946 Compared With Sales In			Sales in Jan.-Feb., 1946 Compared With Sales In	
	Feb. 1941	Feb. 1945	Jan. 1946	Jan.-Feb., 1941	Jan.-Feb., 1945
GENERAL INDEX	+67.3	+13.8	+ 4.2	+63.2	+12.9
General Merchandise Group:					
Country General Stores	+70.3	+ 9.8	+ 1.2	+67.4	+ 9.3
Department Stores	+71.0	+19.0	+18.3	+59.2	+15.6
Variety Stores	+51.1	+ 3.8	+ 9.7	+49.4	+ 3.2
Food Group:					
Food Stores	+55.8	+ 8.8	- 0.3	+55.4	+ 9.3
Restaurants	+85.2	+ 6.6	- 4.1	+85.0	+ 6.4
Clothing Group:					
Family Clothing Stores	+102.9	+22.2	+ 6.8	+89.9	+19.3
Men's Clothing Stores	+94.9	+32.3	+14.1	+72.2	+25.8
Women's Clothing Stores	+92.1	+11.8	+ 3.8	+80.1	+11.0
Shoe Stores	+78.9	+ 7.2	+ 4.6	+63.5	+ 9.6
Household and Personal Effects Group:					
Drug Stores	+63.7	+ 9.9	- 5.4	+64.4	+10.2
Furniture Stores	+41.0	+35.1	+ 4.4	+55.7	+40.2
Hardware Stores	+113.1	+36.7	+ 2.5	+105.5	+34.5
Jewellery Stores (a)	+112.3	+16.4	+17.1	+96.2	+14.6
Radio and Electrical Stores	+41.3	+62.3	+ 3.2	+36.7	+55.4

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
February, 1939	77.9	99.2	70.8	97.6	71.0	94.4	69.7	103.2
February, 1941	99.8	126.4	82.1	110.8	94.8	126.1	103.8	153.6
February, 1942	118.0	148.9	95.1	128.5	107.4	142.8	129.0	190.9
February, 1943	129.4	164.0	110.2	149.1	116.2	154.5	139.1	206.0
February, 1944	139.0	169.6	124.1	162.3	122.4	156.3	141.5	203.6
February, 1945	146.7	185.6	127.3	172.0	136.2	181.0	151.0	223.6
1945								
March	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	191.9	203.7
September	187.2	186.0	176.5	165.2	201.6	205.3	194.2	200.9
October	203.8	189.8	192.3	172.1	220.9	189.3	218.2	213.0
November	213.1	200.8	181.6	174.2	258.4	222.5	249.9	246.3
December	256.1	187.4	209.7	174.3	279.6	174.4	400.0	197.8
1946								
January	160.2	196.3	138.1	180.0	137.0	182.4	143.0	225.9
February	167.0	212.6	139.8	187.8	162.1	215.5	156.8	232.2

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
February, 1939	95.4	103.9	82.1	93.0	(b)	(b)	56.7	96.0
February, 1941	117.0	127.3	98.6	111.6	76.8	118.7	82.0	138.8
February, 1942	141.6	154.2	118.4	134.0	92.6	143.1	104.2	165.8
February, 1943	148.3	161.4	149.1	168.9	116.0	179.2	111.7	177.7
February, 1944	161.9	171.3	171.4	187.4	118.0	176.8	112.1	173.3
February, 1945	167.5	182.3	171.3	193.9	127.5	197.0	120.8	192.3
1945								
March	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.6	189.8	201.7	196.0	310.8	193.8	308.7	178.8
1946								
January	182.8	192.7	190.4	199.7	145.9	216.5	140.0	197.4
February	182.3	198.5	182.6	206.8	155.8	240.6	159.8	254.2

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
February, 1939	56.4	97.0	46.7	78.9	95.0	105.4	75.1	96.3
February, 1941	80.9	139.1	64.9	109.8	112.5	124.8	107.7	138.0
February, 1942	97.0	154.3	86.8	146.7	130.4	144.6	107.0	137.1
February, 1943	127.0	202.0	126.3	213.5	148.8	165.1	94.2	120.8
February, 1944	124.1	191.0	101.2	167.6	163.0	175.1	101.6	125.5
February, 1945	139.0	221.1	108.3	183.1	167.6	185.9	112.4	144.0
1945								
March	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	169.7	144.0
November	243.3	217.4	208.9	214.7	195.5	197.7	164.6	153.7
December	304.5	197.2	257.6	178.6	286.2	225.9	166.1	140.5
1946								
January	149.7	208.6	111.0	158.6	194.7	206.8	145.5	221.5
February	155.4	247.3	116.1	196.3	184.2	204.4	151.9	194.7

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
February, 1939	56.0	102.6	53.3	(b)	71.0	95.5
February, 1941	76.5	140.2	93.0	133.5	107.7	139.6
February, 1942	95.1	174.2	109.3	156.9	115.9	150.1
February, 1943	97.7	178.9	128.4	184.3	103.1	133.5
February, 1944	109.4	193.2	146.8	202.4	96.5	120.1
February, 1945	119.2	218.4	169.6	243.4	93.8	121.5
1945						
March	168.4	231.5	204.9	268.0	110.5	129.0
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	232.6	211.7	677.6	266.9	197.2	154.7
1946						
January	159.0	264.0	168.6	236.2	147.5	176.4
February	163.0	298.7	197.4	283.5	152.2	197.2

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Maritime Provinces				
February, 1943	147.7	124.6	123.2	158.0	162.8	206.2	127.1
February, 1944	164.4	148.0	132.8	172.4	183.9	211.5	149.3
February, 1945	174.1	158.8	139.1	181.6	193.0	219.6	157.6
1946							
January	182.5	168.8	130.3	150.9	210.6	217.9	155.9
February	189.9	172.3	178.1	169.5	201.1	215.0	187.7
% Change,							
February, 1946 ... / February, 1945 ...	+ 9.1	+ 8.5	+28.0	- 6.7	+ 4.2	- 2.1	+19.1
% Change,							
Jan.-Feb., 1946 .. / Jan.-Feb., 1945 ..	+ 7.4	+ 9.4	+14.2	- 8.8	+ 6.4	- 1.4	+12.2
			Quebec				
February, 1943	132.7	112.0	120.2	157.7	157.8	140.7	114.5
February, 1944	140.5	124.8	126.5	153.5	168.4	158.1	117.0
February, 1945	147.8	124.9	141.7	169.4	173.1	167.6	127.2
1946							
January	157.1	135.4	137.8	170.3	181.0	193.5	132.7
February	165.3	134.7	166.5	175.5	186.6	182.1	157.3
% Change,							
February, 1946 ... / February, 1945 ...	+11.8	+ 7.8	+18.9	+ 3.6	+ 7.8	+ 8.7	+23.7
% Change,							
Jan.-Feb., 1946 .. / Jan.-Feb., 1945 ..	+11.6	+ 8.7	+17.1	+ 4.8	+ 7.3	+10.7	+18.8
			Ontario				
February, 1943	127.3	110.0	115.2	128.1	146.0	146.0	105.9
February, 1944	133.6	121.3	116.1	130.5	159.1	176.6	98.4
February, 1945	141.8	122.8	132.4	139.2	165.9	172.8	109.8
1946							
January	158.6	135.6	135.0	132.0	184.0	186.2	147.8
February	163.8	133.2	162.1	147.5	181.3	180.6	127.1
% Change,							
February, 1946 ... / February, 1945 ...	+15.5	+ 8.5	+22.4	+ 6.0	+ 9.3	+ 4.5	+15.8
% Change,							
Jan.-Feb., 1946 .. / Jan.-Feb., 1945 ..	+14.9	+ 9.6	+18.9	+ 4.7	+10.0	+ 4.0	+20.3

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
155.3	155.8	130.1	171.0	114.4	97.2	213.3	118.4
164.9	164.0	117.2	189.0	129.9	116.1	251.5	97.4
182.8	184.8	124.5	198.6	141.8	119.5	276.7	118.8
219.7	186.0	134.2	222.4	187.9	154.5	248.0	169.6
224.8	185.2	126.0	208.3	190.2	143.1	285.7	177.0
+23.0	+ 0.2	+ 1.2	+ 4.9	+34.1	+19.7	+ 3.3	+49.0
+16.9	+ 0.3	- 2.2	+ 7.0	+38.8	+16.7	- 3.8	+40.8
			Quebec				
95.4	117.4	97.0	148.4	82.7	89.5	99.4	107.1
92.8	108.1	74.7	165.3	91.1	103.0	111.9	112.7
94.0	115.8	83.9	170.8	100.9	113.7	140.1	107.8
102.8	110.8	86.1	206.6	101.8	166.3	140.1	153.7
108.6	132.7	86.9	189.4	120.7	154.3	159.0	169.6
+15.5	+14.6	+ 3.6	+10.9	+19.6	+35.7	+13.5	+57.3
+14.3	+13.3	+ 9.1	+12.4	+22.7	+40.8	+14.2	+56.6
			Ontario				
108.4	124.5	127.1	143.6	90.3	89.8	122.9	90.4
105.3	122.8	101.3	152.7	90.7	93.6	136.4	76.3
114.6	140.4	103.6	155.9	100.5	98.3	160.6	71.6
137.9	164.9	109.4	179.5	150.6	146.9	163.0	118.4
157.4	161.8	110.1	171.3	150.0	139.7	198.7	128.9
+37.3	+15.2	+ 6.3	+ 9.9	+49.3	+42.1	+23.7	+80.0
+29.9	+14.0	+12.6	+ 9.9	+57.2	+42.0	+20.8	+69.8

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
February, 1943	119.9	105.3	108.9	138.6	129.4	145.8	122.7
February, 1944	134.3	117.0	121.2	149.4	148.4	164.0	136.0
February, 1945	139.2	119.9	131.9	151.1	149.0	161.9	139.7
1946							
January	153.6	126.2	134.8	138.7	169.9	189.9	166.3
February	161.4	131.3	151.7	159.3	169.9	182.7	186.9
% Change,							
February, 1946 .. / February, 1945 ..	+15.9	+ 9.5	+15.0	+ 5.4	+14.0	+12.8	+33.8
% Change,							
Jan.-Feb., 1946 . / Jan.-Feb., 1945 .	+13.1	+ 6.5	+10.9	+ 2.9	+14.0	+11.3	+25.0
British Columbia							
February, 1943	134.4	100.7	127.5	124.0	138.6	152.4	141.6
February, 1944	143.0	117.3	135.1	121.2	149.8	169.6	134.6
February, 1945	153.4	122.3	150.3	127.5	156.5	163.3	145.6
1946							
January	167.5	148.8	151.3	118.5	173.2	185.7	142.4
February	175.6	150.7	169.6	134.4	170.8	173.8	175.4
% Change,							
February, 1946 .. / February, 1945 ..	+14.5	+23.2	+12.8	+ 5.4	+ 9.1	+ 6.4	+20.5
% Change,							
Jan.-Feb., 1946 . / Jan.-Feb., 1945 .	+14.5	+21.2	+15.2	+ 6.2	+10.4	+ 5.1	+16.7

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Prairie Provinces				
118.4	132.0	141.0	149.2	112.9	110.2	146.7	115.8
129.8	132.9	107.5	167.0	125.9	132.3	181.4	134.9
135.0	147.1	115.2	169.3	134.2	147.1	191.7	132.3
167.7	142.9	130.0	196.1	203.2	160.4	198.3	210.5
190.2	157.8	142.0	188.6	194.7	199.3	214.4	180.8
+40.9	+ 7.3	+23.3	+11.4	+45.1	+35.5	+11.8	+36.7
+32.3	+ 6.2	+15.0	+10.5	+45.8	+25.1	+14.3	+33.5
			British Columbia				
128.6	146.8	199.5	160.4	122.5	127.7	137.5	126.5
131.6	144.9	166.6	187.4	144.8	134.9	155.8	100.1
157.0	165.4	191.6	199.2	165.3	159.7	174.8	99.9
148.3	177.1	159.9	229.6	201.6	200.9	164.9	168.4
219.4	170.7	209.0	218.7	209.2	219.4	198.7	169.3
+39.7	+ 3.2	+ 9.1	+ 9.8	+26.6	+37.4	+13.7	+69.5
+31.3	+ 5.3	+ 5.8	+ 9.5	+29.8	+36.0	+12.7	+57.1

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1945 and February, 1946
(Based on dollar sales of 17 firms including mail order houses)

	February, 1945	February, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	24,652,732	29,433,436	+19.4
1. Women's dresses, coats and suits	2,625,725	3,023,339	+15.1
2. Girls' and infants' wear	917,900	974,994	+ 6.2
3. Hosiery and gloves	929,046	1,099,541	+18.4
4. Lingerie and corsets	1,158,201	1,336,351	+15.4
5. Millinery	229,424	244,628	+ 6.6
6. Women's and children's apparel - (Total, 1-5).	5,860,296	6,678,853	+14.0
7. Men's and boys' clothing and furnishings	2,225,510	2,820,294	+26.7
8. Drugs and toilet articles and preparations	810,359	888,992	+ 9.7
9. Piece goods	2,642,953	2,814,111	+ 6.5
10. Smallwares	954,004	1,059,956	+11.1
11. Food and kindred products	2,363,143	2,488,649	+ 5.3
12. Furniture (including mattresses and springs)	1,677,417	2,191,874	+30.7
13. Home furnishings	1,959,775	2,372,768	+21.1
14. Household appliances and electrical supplies	438,602	882,898	+101.3
15. Hardware and kitchen utensils	972,580	1,292,373	+32.9
16. Radios, musical instruments and supplies	210,472	500,236	+137.7
17. Shoes and other footwear	1,442,135	1,629,369	+13.0
18. Stationery, books and magazines	474,883	600,838	+26.5
19. All other departments, total	2,620,603	3,212,225	+22.6

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Monthly Indexes of Retail Sales in Canada, March, 1946
(1935-1939=100)

The dollar volume of sales in Canadian retail stores was 26 per cent higher in March, 1946 than in the preceding month of February and was greater by 8 per cent than in March of last year. Unseasonably warm weather in March this year, as in last, was an important factor advancing and increasing the customary upward swing in trading in the spring months. It is rather significant, however, that the expansion in retail sales should have reached 8 per cent in March this year compared with last, in view of the additional impetus which was given to March, 1945 sales volume by the concentration of Easter purchasing in that month. Easter occurred in the latter part of April this year and it is doubtful if its influence on March business was appreciable. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 210.3 for March, 1946, 194.3 for March, 1945 and 167.0 for February, 1946.

The increase between March of 1945 and 1946 is admittedly less pronounced than the gains of 12 per cent in January and 14 per cent in February. But when the best available adjustment is made to account for the variable date of Easter, the increase in March of this year over last (as indicated by the adjusted indexes of sales) amounted to 13.6 per cent. This increase slightly exceeds the average gain recorded in the first two months of this year.

Sales in the first quarter of this year averaged 11 per cent higher than in the similar period of 1945. The significance of this comparison is somewhat reduced owing to the varying influence of Easter trading on results for the last two years. A better indication of the difference between the trading levels of the two years will be given when April results are known and the extent of Easter trading this year will have been taken into account.

Those trades which specialize in merchandising durable household equipment continue to feature the results for individual kinds of business. Radio and electrical stores led all other trades with a 70 per cent increase in March of this year over March, 1945. This outstanding gain is a reflection, not only of the increased output of radios and electrical appliances, but also of the relatively low volume of business to which these stores were confined in March a year ago when many of the commodities normally handled were not available. Furniture stores, which increased their sales by 43 per cent in March, 1946 compared with March a year ago, are also deriving a certain proportion of their increased volume from the retailing of radios and electrical goods which forms a limited portion of their business. Part of the increase for this trade no doubt represents expenditures by returning service personnel making use of the rehabilitation grants provided for re-establishing homes. Numerous factors are affecting the sales of hardware stores which show an increase amounting to 30 per cent in March. Among these are the greater variety of merchandise available, particularly those products requiring metals in their manufacture, the re-introduction of radio departments and the current activity in construction.

Price 10 cents

Eight other trades recorded sales increases in March and these ranged from 6 to 11 per cent. Three trades which are most sensitive to the Easter influence experienced sales declines below March a year ago. Variety and shoe store sales fell off 5 per cent while a 3 per cent drop occurred in the case of ladies' apparel shops.

Among those trades which comprise the general merchandise group, department store increases continue to feature the results, although the 11 per cent gain for March is more moderate than increases which were recorded in the first two months of the year. Variety store sales have shown little reaction to the conditions which have enabled most trades to expand their sales volume since the end of the war. This may be explained in part by the fact that this type of store does not carry heavy household merchandise or sizable quantities of men's wear, commodities in which most of the expansion has taken place.

Food stores have shown fairly moderate increases in sales volume during the past few months. The 6 per cent gain in March is slightly below the average gain recorded in the quarterly comparison for 1945 and 1946. Restaurant sales, up 6 per cent in March, 1946 compared with March a year ago, maintained the same margin of increase as in the first two months of the year.

Of all kinds of business included in this monthly survey, those in the clothing group are naturally the most sensitive to the Easter trade. It is particularly remarkable that women's apparel stores were able to attain almost the same volume of business in March this year as last, a decline of only 3 per cent being recorded. Men's wear stores reported a 7 per cent increase in sales over March, 1945. Although Easter customarily exerts an important influence upon sales of men's clothing stores, its significance is considerably overshadowed this year because of the much larger civilian male population than a year ago and the necessity for buying when goods are available rather than according to seasonal customs. Nevertheless, the increase of 7 per cent for March represents a substantial reduction from the increase of 17 per cent in the first quarter of the year. Family clothing stores experienced an increase of 6 per cent in sales during March.

Drug store sales were up 6 per cent and jewellery merchants had a 9 per cent increase in sales volume over March, 1945.

Figures reported by a number of chain candy firms showed sales volume 1 per cent higher in March this year than in March a year ago, with sales averaging 12 per cent higher in the first quarter of this year over last. Furriers sold merchandise valued 37 per cent above March, 1945 sales.

Regional Trends

March increases were slightly lower in all provinces than those which appear in the quarterly comparisons of sales for this year and last. The March gains were highest in the western provinces and became progressively smaller from west to east. The Prairie Provinces reported an increase of 11 per cent in March, closely followed by a 10 per cent increase in British Columbia. Ontario and Quebec reported gains of 8 per cent, while in the Maritime Provinces sales were up by 3 per cent. Increases in the quarterly comparisons ranged from 13 per cent in British Columbia to 6 per cent in the Maritimes.

Departmental Analysis of Department Store Sales

Seventeen firms reported sales on a departmental basis and their total volume was 11 per cent higher in March this year compared with last. Durable goods de-

partments continued the wide expansion which has characterized results for recent months. Increases in March for these departments, led by radio and electrical with a 143 per cent increase and household appliances with a 97 per cent advance, were somewhat similar to those which had been recorded in the February comparisons. Notwithstanding the fact that Easter occurred in March of 1945 and well on in April this year, apparel departments were able to show slight increases over the substantial volume of sales which they had obtained in March a year ago. Drugs, piece goods and smallwares departments had small sales gains over March, 1945, while food departments did 2 per cent less business than in that month.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for higher prices.)

Kind of Business	Sales in March, 1946 Compared With Sales In			Sales in Jan.-Mar., 1946 Compared With Sales In	
	Mar. 1941	Mar. 1945	Feb. 1946	Jan.-Mar. 1941	Jan.-Mar. 1945
GENERAL INDEX	+79.3	+ 8.2	+25.9	+69.1	+11.1
General Merchandise Group:					
Country General Stores	+76.5	+ 6.0	+20.0	+70.7	+ 8.0
Department Stores	+99.2	+10.9	+37.1	+74.1	+13.6
Variety Stores	+64.7	- 4.5	+26.8	+55.6	+ 0.3
Food Group:					
Food Stores	+58.4	+ 6.1	+17.1	+56.4	+ 8.1
Restaurants	+82.7	+ 6.4	+14.7	+83.9	+ 6.3
Clothing Group:					
Family Clothing Stores	+125.8	+ 5.9	+49.8	+103.6	+12.9
Men's Clothing Stores	+110.1	+ 7.1	+38.7	+86.2	+17.0
Women's Clothing Stores	+118.5	- 2.9	+61.5	+95.5	+ 4.2
Shoe Stores	+123.4	- 4.9	+85.9	+87.8	+ 1.9
Household and Personal Effects Group:					
Drug Stores	+61.7	+ 6.1	+ 8.0	+63.7	+ 8.9
Furniture Stores	+70.3	+42.6	+31.3	+62.5	+42.1
Hardware Stores	+127.3	+30.0	+35.6	+113.2	+32.2
Jewellery Stores (a)	+106.5	+ 9.4	+13.1	+100.3	+12.7
Radio and Electrical Stores	+57.9	+70.1	+22.7	+44.5	+61.1

(a) Based on sales including the Federal tax introduced in June, 1942.

A summary of department store sales by departments for the first quarters of 1945 and 1946 appears on Page 11 of this bulletin.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
March, 1939	92.3	98.1	82.8	97.1	86.0	91.7	80.2	102.7
March, 1941	117.3	126.5	95.0	111.8	111.6	125.0	121.0	150.9
March, 1943	149.0	163.9	123.7	145.4	145.4	164.3	153.5	198.8
March, 1944	162.9	174.2	139.9	163.5	163.2	174.0	156.3	200.9
March, 1945	194.3	201.8	158.2	179.7	200.5	215.5	208.6	234.4
1945								
April	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	191.9	203.7
September	187.2	186.0	176.5	165.2	201.6	205.3	194.2	200.9
October	203.8	189.8	192.3	172.1	220.9	189.3	218.2	213.0
November	213.1	200.8	181.6	174.2	258.4	222.5	249.9	246.3
December	256.1	187.4	209.7	174.3	279.6	174.4	400.0	197.8
1946								
January	160.2	196.3	138.1	180.0	137.0	182.4	144.0	227.5
February	167.0	212.6	139.8	187.9	162.2	215.6	157.2	232.8
March	210.3	229.3	167.7	196.0	222.3	258.9	199.3	246.7

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
March, 1939	109.6	104.9	94.9	95.7	(b)	(b)	70.2	85.5
March, 1941	134.7	126.9	114.1	115.9	102.6	122.9	105.0	130.6
March, 1943	166.1	163.3	171.2	172.7	135.0	169.3	137.0	170.6
March, 1944	182.0	174.8	187.5	188.0	142.6	169.8	145.7	170.6
March, 1945	201.1	188.1	195.9	196.4	218.8	230.4	206.0	217.7
1945								
April	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.6	189.8	201.7	196.0	310.8	193.8	308.7	178.8
1946								
January	182.8	192.7	190.4	199.7	145.9	216.5	140.0	197.4
February	182.2	198.4	181.8	205.8	154.7	239.1	159.1	253.1
March	213.3	197.4	208.5	212.4	231.7	281.0	220.6	261.7

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
March, 1939	83.7	95.8	69.0	91.9	105.2	106.1	82.0	94.5
March, 1941	114.7	135.7	96.2	127.8	123.7	125.6	119.8	139.6
March, 1943	155.6	189.2	135.3	192.9	159.6	162.6	111.8	130.3
March, 1944	174.7	204.0	135.6	180.5	170.1	172.2	118.2	137.7
March, 1945	258.2	259.5	226.0	243.2	188.5	186.6	143.1	165.4
1945								
April	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	169.7	144.0
November	243.3	217.4	208.9	214.7	195.5	197.7	164.6	153.7
December	304.5	197.2	257.6	178.6	286.2	225.9	166.1	140.5
1946								
January	149.7	208.6	111.0	158.6	194.7	206.8	145.5	221.5
February	155.2	246.9	115.6	195.5	185.2	205.5	155.4	199.2
March	250.6	299.1	214.9	284.2	200.0	201.1	204.0	234.1

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
March, 1939	72.0	97.1	60.9	(b)	82.1	95.7
March, 1941	96.3	134.9	108.5	141.8	119.1	139.1
March, 1943	117.7	161.3	144.6	182.1	111.2	125.0
March, 1944	130.3	179.1	164.1	206.6	103.4	116.3
March, 1945	168.4	231.5	204.9	268.0	110.5	129.0
1945						
April	190.6	186.2	187.6	227.8	110.5	112.7
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	232.6	211.7	677.6	266.9	197.2	154.7
1946						
January	159.0	264.0	168.6	236.2	147.5	176.4
February	161.4	295.6	198.1	284.4	153.2	198.5
March	218.9	302.0	224.1	293.1	188.0	219.5

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
March, 1943	172.8	136.2	170.3	192.5	178.9	228.5	153.5
March, 1944	196.1	156.1	216.2	200.0	200.4	240.2	175.1
March, 1945	228.0	175.8	247.4	256.9	224.3	247.4	254.3
1946							
February	189.7	170.4	178.1	172.2	200.6	215.3	187.4
March	235.0	189.7	262.0	227.8	226.5	246.7	264.4
% Change,							
March, 1946	+ 3.1	+ 7.9	+ 5.9	-11.3	+ 1.0	- 0.3	+ 4.0
March, 1945							
% Change,							
Jan.-Mar., 1946 .	+ 5.7	+ 8.5	+10.2	- 8.3	+ 4.3	- 0.9	+ 8.4
Jan.-Mar., 1945 .							
Quebec							
March, 1943	155.7	138.4	147.4	172.8	178.5	162.6	144.0
March, 1944	169.4	155.0	167.7	177.0	192.5	175.2	161.3
March, 1945	202.0	167.9	216.6	242.3	209.9	188.5	243.7
1946							
February	165.7	135.7	168.5	175.7	186.4	182.3	154.6
March	217.8	179.3	253.7	233.4	218.0	208.4	270.8
% Change,							
March, 1946	+ 7.8	+ 6.8	+17.1	- 3.7	+ 3.9	+10.6	+11.1
March, 1945							
% Change,							
Jan.-Mar., 1946 .	+10.1	+ 8.2	+17.1	+ 1.3	+ 5.9	+10.7	+14.4
Jan.-Mar., 1945 .							
Ontario							
March, 1943	146.7	123.8	143.7	142.5	163.3	172.9	123.0
March, 1944	155.1	133.3	148.2	144.0	178.2	193.5	117.3
March, 1945	189.5	156.8	186.4	195.9	197.9	197.5	193.0
1946							
February	163.7	133.6	162.1	147.7	181.2	177.5	127.8
March	204.3	164.0	202.5	185.9	212.2	201.4	191.5
% Change,							
March, 1946	+ 7.8	+ 4.6	+ 8.6	- 5.1	+ 7.2	+ 2.0	- 0.8
March, 1945							
% Change,							
Jan.-Mar., 1946 .	+12.0	+ 7.7	+14.5	+ 0.7	+ 9.0	+ 2.7	+10.8
Jan.-Mar., 1945 .							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
194.8	193.9	166.5	189.7	144.7	125.8	251.3	116.7
209.8	214.8	176.8	205.2	161.1	150.3	305.1	106.3
266.1	320.0	247.5	227.3	187.1	162.2	339.1	124.0
217.9	191.1	125.3	209.9	191.5	145.0	285.7	181.0
297.8	291.7	241.4	229.4	267.2	197.5	313.2	193.9
+11.9	- 8.8	- 2.5	+ 0.9	+42.8	+21.8	- 7.6	+56.4
+13.8	- 3.1	- 2.5	+ 5.0	+40.7	+19.1	- 5.2	+47.1
			Quebec				
126.4	143.3	116.4	164.1	107.5	114.2	121.7	124.3
141.3	160.7	118.5	173.6	107.7	130.4	143.2	121.4
197.5	229.5	210.2	190.5	133.3	167.5	202.3	122.4
107.9	133.1	86.3	190.2	127.3	155.3	164.2	172.5
195.9	227.4	194.2	202.5	175.9	221.7	206.3	209.9
- 0.8	- 0.9	- 7.6	+ 6.3	+32.0	+32.4	+ 2.0	+71.5
+ 6.3	+ 6.0	- 0.6	+10.4	+28.7	+37.5	+10.0	+63.0
			Ontario				
133.9	158.9	136.2	151.6	101.6	109.5	135.2	95.5
134.5	174.3	131.1	158.9	109.5	110.0	144.5	84.3
205.8	274.4	230.0	176.7	132.3	147.7	185.2	86.7
156.8	160.9	110.9	173.4	153.6	136.2	197.1	128.9
225.2	268.9	216.1	186.9	200.1	202.2	203.7	152.4
+ 9.4	- 2.0	- 6.0	+ 5.8	+51.2	+36.9	+10.0	+75.8
+20.0	+ 6.0	+ 2.7	+ 8.8	+55.9	+38.8	+16.3	+72.1

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
March, 1943	134.0	108.8	137.3	142.4	143.8	160.2	123.4
March, 1944	156.0	128.1	166.2	151.8	165.6	178.0	137.5
March, 1945	183.6	146.1	199.8	188.3	182.4	194.0	213.8
1946							
February	161.4	131.3	151.7	159.2	169.9	185.3	185.6
March	204.6	151.5	224.9	191.5	205.0	221.5	234.0
% Change,							
March, 1946	+11.4	+ 3.7	+12.6	+ 1.7	+12.4	+14.2	+ 9.4
March, 1945							
% Change,							
Jan.-Mar., 1946	+12.4	+ 5.4	+11.6	+ 2.4	+13.4	+12.8	+18.0
Jan.-Mar., 1945							
British Columbia							
March, 1943	153.2	122.3	153.5	129.4	157.1	169.5	147.8
March, 1944	164.3	135.6	168.7	120.6	169.8	178.0	138.5
March, 1945	191.0	154.4	202.0	152.2	189.5	180.9	182.7
1946							
February	175.6	151.3	170.4	134.4	171.7	172.8	173.4
March	210.1	174.3	221.4	149.4	201.0	192.9	185.7
% Change,							
March, 1946	+10.0	+12.9	+ 9.6	- 1.8	+ 6.1	+ 6.6	+ 1.6
March, 1945							
% Change,							
Jan.-Mar., 1946	+12.8	+18.1	+13.0	+ 3.0	+ 8.9	+ 5.4	+10.2
Jan.-Mar., 1945							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
131.4	141.8	126.2	156.4	115.3	121.4	158.9	131.6
158.8	174.1	132.6	171.9	135.7	144.9	193.2	130.7
206.5	244.5	217.5	189.9	159.1	191.8	205.7	150.3
192.8	157.3	140.6	188.1	192.4	196.1	217.4	182.1
219.2	228.7	215.0	204.9	229.1	230.9	271.8	254.6
+ 6.2	- 6.5	- 1.1	+ 7.9	+44.0	+20.4	+32.1	+69.4
+21.5	+ 0.2	+ 6.9	+ 9.5	+44.6	+22.6	+21.3	+46.0
			British Columbia				
142.2	178.3	172.3	177.2	145.0	155.1	147.6	123.6
142.1	200.3	180.4	194.0	147.4	172.9	162.9	111.6
177.8	250.8	244.6	218.0	178.5	213.1	204.8	130.6
218.4	169.3	202.9	216.5	207.7	220.3	195.1	169.3
202.2	237.9	250.9	235.9	256.0	282.2	229.5	207.3
+13.7	- 5.1	+ 2.6	+ 8.2	+43.4	+32.4	+12.1	+58.7
+24.2	+ 0.5	+ 3.5	+ 8.7	+34.4	+34.7	+11.8	+57.7

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1945 and March, 1946
(Based on dollar sales of 17 firms including mail order houses)

	March, 1945	March, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	36,779,876	40,819,371	+11.0
1. Women's dresses, coats and suits	5,077,791	5,300,390	+ 4.4
2. Girls' and infants' wear	1,936,558	1,911,520	- 1.3
3. Hosiery and gloves	1,432,862	1,432,512	(a)
4. Lingerie and corsets	1,472,734	1,600,204	+ 8.7
5. Millinery	641,112	558,717	-12.9
6. Women's and children's apparel - (Total, 1-5).	10,561,057	10,803,343	+ 2.3
7. Men's and boys' clothing and furnishings	4,321,554	4,562,264	+ 5.6
8. Drugs and toilet articles and preparations	934,331	996,087	+ 6.6
9. Piece goods	3,174,057	3,202,592	+ 0.9
10. Smallwares	1,220,448	1,287,210	+ 5.5
11. Food and kindred products	2,845,762	2,781,916	- 2.2
12. Furniture (including mattresses and springs)	2,103,197	2,772,955	+31.8
13. Home furnishings	2,432,112	2,890,499	+18.8
14. Household appliances and electrical supplies	544,090	1,072,738	+97.2
15. Hardware and kitchen utensils	1,547,005	2,096,880	+35.5
16. Radios, musical instruments and supplies	230,178	558,077	+142.5
17. Shoes and other footwear	2,772,033	2,875,985	+ 3.8
18. Stationery, books and magazines	519,526	608,974	+17.2
19. All other departments, total	3,574,526	4,309,851	+20.6

(a) Change of less than 0.1 per cent.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Jan.-Mar., 1945 and Jan.-Mar., 1946

	Jan.-Mar., 1945	Jan.-Mar., 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	83,485,783	95,039,138	+13.8
1. Women's dresses, coats and suits	10,087,310	10,992,586	+ 9.0
2. Girls' and infants' wear	3,551,245	3,539,814	- 0.3
3. Hosiery and gloves	3,222,948	3,291,849	+ 2.1
4. Lingerie and corsets	3,609,699	3,890,304	+ 7.8
5. Millinery	1,060,483	1,003,752	- 5.3
6. Women's and children's apparel - (Total, 1-5)	21,531,685	22,718,305	+ 5.5
7. Men's and boys' clothing and furnishings	8,679,067	9,765,787	+12.5
8. Drugs and toilet articles and preparations	2,548,526	2,745,545	+ 7.7
9. Piece goods	8,125,970	8,317,995	+ 2.4
10. Smallwares	3,082,226	3,343,115	+ 8.5
11. Food and kindred products	7,537,423	7,812,683	+ 3.7
12. Furniture (including mattresses and springs)	5,204,253	6,814,840	+30.9
13. Home furnishings	5,826,663	6,914,529	+18.7
14. Household appliances and electrical supplies	1,385,856	2,613,004	+88.5
15. Hardware and kitchen utensils	3,250,331	4,395,505	+35.2
16. Radios, musical instruments and supplies	642,703	1,414,296	+120.1
17. Shoes and other footwear	5,516,861	5,958,094	+ 8.0
18. Stationery, books and magazines	1,453,946	1,763,165	+21.3
19. All other departments, total	8,700,273	10,462,275	+20.3

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Monthly Indexes of Retail Sales in Canada, April, 1946
(1935-1939=100)

Retail trade in Canada for April, 1946, surpassed the volume of sales in April, 1945 by 21 per cent and advanced 1 per cent above the total for the immediately preceding month of March. The gain between April of the two years represents an outstanding expansion in volume, for only a portion of the increase may be attributed to the late date at which Easter occurred this year. Customary Easter trade was almost entirely restricted to April this year but was concentrated in March a year ago. The average increase for the first four months of this year over last amounted to 14 per cent. Unadjusted indexes of sales stood at 211.9 for April, 1946, 174.6 for April, 1945 and 210.2 for March, 1946.

While all retail trades for which figures are available shared in the general expansion, gains for stores dealing in durable merchandise or clothing exceeded by a considerable margin the increases recorded for restaurants, for drug stores and for stores specializing in food products. The largest among the April increases for various kinds of business was an 83 per cent gain for radio and electrical stores. This trade has responded very rapidly to an improved supply situation and within the past six months has raised its level of trading to approximately the same level as the average for all trades in relation to the base period 1935 to 1939. Thus an examination of the seasonally adjusted indexes reveals that the sales level has risen from the 120 mark, about which it hovered throughout most of last year, to well over the 200 mark in the last two months. The general index (adjusted) is at only a slightly higher level, averaging about 218 for the last three months. Sales of radio and electrical dealers have averaged about two-thirds higher in the first four months of this year than in the similar period of 1945, and the cumulative results have shown a continually increasing rate of expansion in recent months. Other durable merchandise stores continue to record major increases, April gains of 43 per cent for furniture stores and 35 per cent for hardware stores being approximately the same as gains which were recorded in the cumulative results for those trades for the first four months of this year compared with last.

Department stores have been enjoying a high degree of activity in recent months and a 30 per cent gain for that trade in April indicates a rising rate of increase. The average gain in sales for the first four months of the year was 18 per cent, an increase which is exceeded by only 5 of the 14 trades. Variety store sales rose sharply in April when an increase of 24 per cent over the same month of last year was recorded. This trade, results for which are based on a group of chain store companies, had been holding closely to 1945 volume throughout the first quarter of 1946, and averaged but 7 per cent higher in the first four months of the year. Sales of country general stores were up 17 per cent in April this year over last. The increase was much greater than gains recorded in earlier months of this year, the cumulative gains for the first four months standing at 11 per cent.

Price 10 cents

The effect of Easter purchasing is reflected in the outstanding gains for the apparel trades. Family clothing, men's clothing and women's clothing stores recorded gains of 35, 33 and 30 per cent respectively for April. Shoe merchants increased their sales by 21 per cent over April a year ago. In all cases the gains far exceeded those which occurred in earlier months of the year.

Jewellery store sales were 29 per cent higher in April, while the increase for the four-month period was 17 per cent.

Chain candy stores reported sales up 97 per cent over April, 1945. An average increase of 30 per cent in the first four months of the year was obtained. The value of merchandise retailed by furriers in April was 26 per cent above April, 1945 volume.

Regional Trends

Indexes and comparisons for various regions are given on Pages 6 to 9 of this report. The largest increases are those for the Prairie Provinces, where sales advanced 27 per cent in April and were 16 per cent greater in the January-to-April period of this year over last. Ontario and British Columbia show uniform increases of approximately 23 per cent for April and 15 per cent in the cumulative results. Quebec increases were slightly lower at 19 per cent for April and 13 per cent for the year to date, while the Maritime Provinces had gains of 11 and 7 per cent in the same comparisons.

Departmental Analysis of Department Store Sales

Nineteen firms reported sales on a departmental basis for April and the aggregate business done by these companies was 28 per cent higher than in April a year ago. Household appliances departments and those handling radios and musical instruments extended their gains in the month under review and sales volume was almost two and one-half times greater than in April, 1945. Sales increases for other durable goods departments were consistent with those which have been experienced in earlier months. Women's apparel, which in recent months has lagged behind the average increase in business for all departments, recorded a gain of 28 per cent in April. A 47 per cent increase in millinery sales featured the results for individual commodity groupings in the ladies' wear departments, while an active demand for dresses and coats is reflected in a gain of 31 per cent in April. Stationery departments handled 46 per cent more business in April this year than last and a 27 per cent increase for smallwares was more prominent than gains which that department has recorded in a considerable period of time.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for higher prices.)

Kind of Business	Sales in April, 1946 Compared With Sales In			Sales in Jan.-Apr., 1946 Compared With Sales in	
	Apr. 1941	Apr. 1945	Mar. 1946	Jan.-Apr. 1941	Jan.-Apr. 1945
GENERAL INDEX	+60.7	+21.4	+ 0.8	+66.6	+13.8
General Merchandise Group:					
Country General Stores	+73.0	+16.9	+10.9	+71.7	+10.7
Department Stores	+61.4	+29.5	- 4.0	+70.2	+17.8
Variety Stores	+54.9	+23.7	+11.1	+55.6	+ 6.6
Food Group:					
Food Stores	+54.2	+12.2	- 4.5	+55.8	+ 9.1
Restaurants	+77.0	+ 7.4	- 1.4	+82.3	+ 6.8
Clothing Group:					
Family Clothing Stores	+59.6	+35.2	+ 8.2	+87.0	+19.1
Men's Clothing Stores	+50.4	+33.1	+ 0.4	+73.7	+21.2
Women's Clothing Stores	+52.4	+29.9	+ 2.7	+79.8	+11.5
Shoe Stores	+46.6	+20.7	+ 0.7	+72.0	+ 7.4
Household and Personal Effects Group:					
Drug Stores	+64.0	+13.3	- 0.7	+63.8	+10.0
Furniture Stores	+58.9	+42.6	+16.7	+59.3	+40.5
Hardware Stores	+87.1	+35.1	+17.5	+104.0	+33.2
Jewellery Stores (a)	+115.2	+29.4	+ 9.5	+103.8	+16.7
Radio and Electrical Stores	+37.5	+82.6	+ 6.8	+42.5	+67.1

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
April, 1939	104.2	103.4	89.4	97.0	97.1	102.0	100.9	106.6
April, 1941	131.9	132.8	108.2	117.0	132.2	133.4	143.4	157.0
April, 1943	165.6	163.4	141.2	151.0	157.9	153.5	182.9	198.6
April, 1944	175.3	176.3	155.8	175.7	164.3	174.0	185.1	196.2
April, 1945	174.6	179.7	160.1	178.2	164.8	171.7	179.5	212.9
1945								
May	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	191.9	203.7
September	187.2	186.0	176.5	165.2	201.6	205.3	194.2	200.9
October	203.8	189.8	192.3	172.1	220.9	189.3	218.2	213.0
November	213.1	200.8	181.6	174.2	258.4	222.5	249.9	246.3
December	256.1	187.4	209.7	174.3	279.6	174.4	400.0	197.8
1946								
January	160.2	196.4	138.1	180.0	137.0	182.4	144.1	227.7
February	167.0	212.6	139.8	187.9	162.2	215.6	157.6	233.4
March	210.2	229.1	168.8	197.3	222.2	258.7	199.9	247.4
April	211.9	211.5	187.2	202.1	213.4	207.5	222.1	243.1

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
April, 1939	110.0	108.7	93.3	94.0	(b)	(b)	101.2	98.2
April, 1941	132.2	136.5	116.8	117.3	156.6	136.3	146.7	143.2
April, 1943	172.0	174.2	173.9	173.5	194.9	164.8	186.8	165.4
April, 1944	181.3	180.6	188.8	191.5	204.4	174.9	199.2	177.1
April, 1945	181.7	185.4	192.4	195.8	184.9	173.1	165.8	159.9
1945								
May	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.6	189.8	201.7	196.0	310.8	193.8	308.7	178.8
1946								
January	182.8	192.7	190.4	199.7	145.9	216.5	140.0	197.4
February	182.2	198.4	181.8	205.8	154.7	239.1	159.1	253.1
March	213.4	197.4	209.7	213.6	231.1	280.2	219.8	260.8
April	203.8	211.4	206.7	207.6	250.0	211.8	220.7	195.4

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
April, 1939	126.3	100.6	114.2	88.7	102.8	106.1	102.6	95.9
April, 1941	170.1	135.6	147.8	117.7	121.0	125.3	143.0	132.1
April, 1943	213.9	166.5	185.7	145.0	156.8	161.8	133.8	124.1
April, 1944	227.8	180.7	204.0	159.1	169.4	174.8	136.5	126.6
April, 1945	199.5	175.2	179.6	161.6	175.2	184.4	159.3	147.1
1945								
May	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	169.7	144.0
November	243.3	217.4	208.9	214.7	195.5	197.7	164.6	153.7
December	304.5	197.2	257.6	178.6	286.2	225.9	166.1	140.5
1946								
January	149.7	208.6	111.0	158.6	194.7	206.8	145.5	221.5
February	155.2	246.9	115.6	195.5	185.2	205.5	155.4	199.2
March	252.5	301.4	215.1	284.6	199.9	201.0	194.7	223.5
April	259.2	202.6	216.7	174.1	198.5	206.2	227.2	210.7

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
April, 1939	96.6	98.7	67.5	(b)	92.8	106.0
April, 1941	137.6	135.0	112.8	137.0	146.8	149.7
April, 1943	148.5	145.6	160.3	194.7	116.9	119.2
April, 1944	161.2	160.7	177.2	224.1	108.1	114.8
April, 1945	190.6	186.2	187.6	227.8	110.5	112.7
1945						
May	204.9	155.2	197.1	219.7	115.4	99.3
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	232.6	211.7	677.6	266.9	197.2	154.7
1946						
January	159.0	264.0	168.6	236.2	147.5	176.4
February	161.4	295.6	198.1	284.4	153.2	198.5
March	219.1	302.4	221.6	289.8	189.0	220.7
April	257.5	251.5	242.7	294.7	201.8	205.9

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
April, 1943	185.1	143.5	180.7	221.4	176.8	229.0	211.1
April, 1944	206.1	167.0	194.5	235.7	197.2	240.0	245.9
April, 1945	210.9	176.4	210.8	231.5	199.8	249.8	233.3
1946							
March	235.9	191.0	262.0	230.4	227.4	251.7	267.3
April	233.1	199.2	238.6	246.5	214.0	248.7	297.4
% Change,							
April, 1946	+10.5	+12.9	+13.2	+ 6.5	+ 7.1	- 0.4	+27.5
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+ 7.1	+ 9.9	+11.1	- 3.9	+ 5.1	- 0.3	+14.4
Jan.-Apr., 1945 .							
Quebec							
April, 1943	177.2	149.9	174.9	205.8	185.7	161.6	217.4
April, 1944	185.8	166.7	181.8	209.9	193.6	172.7	227.7
April, 1945	186.1	181.0	182.2	202.8	192.1	190.9	197.6
1946							
March	217.5	180.8	253.7	233.6	218.4	208.4	263.9
April	222.1	204.2	238.3	262.6	210.6	207.5	273.1
% Change,							
April, 1946	+19.3	+12.8	+30.8	+29.5	+ 9.6	+ 8.7	+38.2
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+12.6	+ 9.8	+20.9	+ 8.7	+ 6.9	+10.2	+20.2
Jan.-Apr., 1945 .							
Ontario							
April, 1943	160.4	134.4	151.2	167.8	169.0	173.9	171.1
April, 1944	166.4	139.8	152.7	168.5	176.9	193.4	167.6
April, 1945	164.3	146.9	151.7	165.2	176.4	192.9	154.0
1946							
March	203.8	165.6	202.4	186.2	211.6	203.0	192.5
April	202.7	166.3	203.9	203.4	200.9	201.9	208.4
% Change,							
April, 1946	+23.4	+13.2	+34.4	+23.1	+13.9	+ 4.7	+35.3
April, 1945							
% Change,							
Jan.-Apr., 1946 .	+14.9	+ 9.5	+19.6	+ 6.8	+10.1	+ 3.4	+17.5
Jan.-Apr., 1945 .							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery(b)	Radio and Electrical
			Maritime Provinces				
233.3	259.2	209.2	192.7	185.9	153.9	248.8	159.8
264.3	316.4	243.3	211.8	199.4	179.4	279.4	160.1
237.9	305.0	234.6	213.3	226.6	205.6	299.8	160.8
289.3	289.9	238.6	230.5	264.6	202.3	321.3	193.9
285.5	342.3	231.4	229.2	278.5	230.7	302.2	247.1
+20.0	+12.2	- 1.4	+ 7.5	+22.9	+12.2	+ 0.8	+53.7
+14.5	+ 1.4	- 2.5	+ 5.8	+34.4	+17.6	- 3.0	+49.1
			Quebec				
199.3	209.8	177.8	156.2	133.2	136.6	156.7	135.4
205.5	213.0	195.0	169.7	135.4	155.1	167.3	117.4
161.8	186.3	169.0	179.0	162.9	213.8	172.5	135.2
196.6	228.4	197.7	202.7	172.6	222.2	195.2	209.0
206.9	237.0	199.6	197.1	220.4	260.5	252.7	229.8
+27.9	+27.2	+18.1	+10.1	+35.3	+21.8	+46.5	+70.0
+12.8	+12.4	+ 5.9	+10.4	+30.3	+32.1	+18.1	+64.9
			Ontario				
178.5	212.3	180.4	147.8	124.9	135.8	143.8	95.1
187.9	224.6	195.3	158.6	123.5	132.3	157.9	80.3
156.1	193.3	166.4	161.7	144.2	163.9	174.2	84.3
224.0	271.0	214.8	187.6	179.6	200.9	205.1	157.2
214.3	263.7	208.1	184.4	206.8	229.5	221.8	158.5
+37.3	+36.4	+25.1	+14.0	+43.4	+40.0	+27.3	+88.0
+24.4	+14.1	+ 8.8	+10.2	+47.7	+38.9	+19.4	+77.8

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
April, 1943	156.9	141.2	151.6	189.1	153.1	171.8	199.1
April, 1944	172.2	158.2	163.2	190.8	165.0	189.3	222.2
April, 1945	166.7	150.8	159.2	175.0	167.5	185.2	199.6
1946							
March	204.6	151.7	224.5	191.7	205.0	221.3	240.2
April	211.1	185.5	207.2	222.8	195.0	211.4	273.1
% Change,							
April, 1946 ..... / April, 1945	+26.6	+23.0	+30.2	+27.3	+16.4	+14.1	+36.8
% Change,							
Jan.-Apr., 1946 . / Jan.-Apr., 1945 .	+16.2	+10.4	+16.4	+ 9.1	+14.2	+13.2	+24.3
British Columbia							
April, 1943	162.3	129.8	161.2	145.5	162.6	172.0	169.6
April, 1944	168.6	137.1	166.5	137.6	168.1	175.3	173.6
April, 1945	173.3	145.3	173.1	137.5	173.7	175.3	172.6
1946							
March	211.0	177.0	221.3	152.0	201.9	195.4	187.8
April	213.0	179.4	215.0	174.0	196.8	193.0	222.8
% Change,							
April, 1946 ..... / April, 1945	+22.9	+23.5	+24.2	+26.5	+13.3	+10.1	+29.1
% Change,							
Jan.-Apr., 1946 . / Jan.-Apr., 1945 .	+15.5	+20.0	+16.0	+10.4	+10.2	+ 6.9	+15.7

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
183.2	205.6	198.7	162.5	123.3	171.4	171.4	141.2
214.5	235.2	226.3	175.1	137.6	196.8	205.8	154.1
171.8	201.0	194.2	178.3	161.1	198.0	198.4	141.6
219.8	231.3	216.8	203.9	228.9	232.6	264.7	246.4
244.9	253.1	249.4	210.2	256.2	288.6	262.0	287.5
+42.5	+25.9	+28.4	+17.9	+59.0	+45.8	+32.1	+103.0
+27.2	+ 7.7	+13.7	+11.4	+48.5	+29.6	+23.1	+58.4
			British Columbia				
159.4	226.9	205.2	168.7	145.3	176.6	165.9	123.1
160.9	235.8	220.6	184.1	149.1	203.3	176.0	126.9
157.3	220.5	219.4	206.8	157.9	218.3	190.3	111.9
204.6	242.2	250.7	230.8	259.4	280.3	229.2	207.3
201.8	272.8	272.2	233.2	275.7	322.9	244.0	200.2
+28.3	+23.7	+24.1	+12.8	+74.6	+47.9	+28.2	+78.9
+25.7	+ 7.4	+ 9.0	+ 9.1	+44.6	+38.3	+16.1	+62.9

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

April, 1945 and April, 1946
(Based on dollar sales of 19 firms including mail order houses)

	April, 1945	April, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	30,834,573	39,523,286	+28.2
1. Women's dresses, coats and suits	3,768,567	4,924,209	+30.7
2. Girls' and infants' wear	1,269,535	1,620,500	+27.6
3. Hosiery and gloves	1,274,196	1,490,681	+17.0
4. Lingerie and corsets	1,171,186	1,459,108	+24.6
5. Millinery	467,093	685,560	+46.8
6. Women's and children's apparel - (Total, 1-5).	7,950,577	10,180,058	+28.0
7. Men's and boys' clothing and furnishings	3,280,521	4,185,428	+27.6
8. Drugs and toilet articles and preparations ...	856,244	973,484	+13.7
9. Piece goods	2,486,172	2,697,688	+ 8.5
10. Smallwares	1,019,905	1,291,212	+26.6
11. Food and kindred products	2,609,517	2,966,648	+13.7
12. Furniture (including mattresses and springs) .	2,096,228	2,948,291	+40.6
13. Home furnishings	2,321,668	2,851,041	+22.8
14. Household appliances and electrical supplies .	433,938	1,084,245	+149.9
15. Hardware and kitchen utensils	1,603,421	2,055,039	+28.2
16. Radios, musical instruments and supplies	186,521	456,374	+144.7
17. Shoes and other footwear	2,319,860	2,823,226	+21.7
18. Stationery, books and magazines	419,827	614,393	+46.3
19. All other departments, total	3,250,174	4,396,159	+35.3

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Monthly Indexes of Retail Sales in Canada, May, 1946
(1935-1939=100)

Dollar sales of Canadian retail merchants in May moved 2 per cent above the preceding month of April and recorded a gain of 19 per cent over May of last year. These results are based on reports submitted by a representative sample of chain and independent stores operating in fourteen different kinds of business. They do not exactly reflect changes in the physical volume of business, since no allowances are made for price changes. The Bureau's retail price index, however, has risen only moderately since ceilings on various commodities were lifted in the early months of this year, which suggests that by far the larger part of the sales increase represents greater turnover of merchandise. Unadjusted indexes of sales (on the base, 1935 to 1939 = 100) stood at 216.9 for May, 1946, 212.0 for April, 1946 and 182.0 for May, 1945.

The cumulative increase for the first five months of this year compared with the same period of 1945 was 15 per cent, an advance of one point from the increase recorded to the end of April. The experience of the past several years has shown that the percentage increase recorded in the first five months of the year approximates very closely the increase in sales for the entire twelve-month period. If this relationship holds true for 1946, an annual sales increase of from 14 to 16 per cent over 1945 may be anticipated. But with the increase in many lines of consumers' goods which should be available before the end of the year this gain may be exceeded.

The level of business for the fourteen trades stands 63.6 per cent higher in 1946 than in 1941, the year in which the last complete Census of retail establishments was taken. The largest increase in the first five months of this year compared with the corresponding period of the Census year was that for jewellery stores whose sales have more than doubled in the five-year interval. Part of this increase must be attributed to the retail sales tax which was introduced in 1942. Although furniture stores and radio and electrical stores have made rapid strides in recent months to recover ground lost during the period in which the items in which they specialize were in short supply, their increases over 1941 are still lowest, amounting to 50 and 40 per cent respectively.

May results indicated little change in the pattern of the increase from that established in earlier months of the year. Those trades which reported the largest increases in the first four months of the year continued to do so in May, and in practically all cases the May increases exceeded average gains for the January-to-April period. Smallest gains occurred in food, drug and shoe stores.

General Merchandise Group: Over a limited period of time the trend in the sales of department stores has been regarded as a fair indicator of the average trend in retail business exclusive of the automotive trade, because of the diversity of merchandise handled in these stores. Increases in department store sales of 28 per

cent for May and of 20 per cent in cumulative results for the first five months of this year, when viewed in the light of substantially smaller gains for retail trade as a whole, reveal a remarkable deviation from this long-standing relationship. The condition can, of course, be attributed to the fact that department stores feature many commodities which are in especially heavy consumer demand at present. The May increase for country general stores was 17 per cent, while an increase of 12 per cent was reported over the five-month period to the end of May. Variety stores reported sales 15 per cent higher for May, an increase which is somewhat below the April gain of 24 per cent. The reduction in the extent of the increase between April and May is partially due to the fact that variety stores shared more fully in customary Easter purchasing than did many other trades. Variety stores were among the slowest in gaining momentum when expansive sales tendencies became apparent some months ago and their sales increase to the end of May stands at only 8 per cent.

Food Group: Grocery, combination and meat stores make up the sample from which the food store index is compiled, and these, as well as restaurants, maintained approximately the same moderate rate of increase in May as was reported for these trades in earlier months of the year. May increases of 11 and 10 per cent respectively compared with gains of 9 and 7 per cent in the cumulative results.

Clothing Group: The increases for May in the stores of the clothing group were considerably reduced from those reported for April. These stores are affected to a greater extent by Easter purchasing than are most other retail outlets, and the larger April increases were partially accounted for by the volume of Easter trading which they enjoyed. Family clothing stores and men's wear stores recorded sizable gains of 28 and 23 per cent respectively in May, gains which were somewhat greater than those recorded in the cumulative comparisons. An 18 per cent increase in sales of ladies' apparel shops was almost on a level with the average increase in retail business and was somewhat higher than a 13 per cent advance in the results for the first five months of this year over last. The increase in sales of shoe stores was held to approximately the same moderate proportions as the increase for the five-month period, the May increase of 11 per cent comparing with a cumulative gain of 8 per cent.

Household and Personal Effects Group: Increases for radio and electrical stores continue to feature the results and a 90 per cent increase was shown in May of this year over last. Furniture stores did not maintain the same margin of increase in May as that recorded in the first four months of the year, although the 32 per cent increase for the month under review was quite substantial. Hardware stores ranked second to the radio and electrical trade with a 46 per cent increase in May. This gain is somewhat greater than the cumulative increase of 36 per cent for the first five months of the year. Hardware store sales in the last two months have reached a level never before attained. Most of this sales expansion can be attributed to the brisk activity in building construction and renovation. Jewellery stores, with a 31 per cent increase for May, as compared with a 20 per cent advance for the year to date, are benefitting from the existing demand for high-priced luxury items. The price factor may be more important in the case of jewellery stores than in other trades handling staple commodity items, as a result of recent increases in the price of sterling silver. Drug stores experienced a relatively moderate advance of 12 per cent in May, an increase which was only slightly higher than the 10 per cent gain in cumulative results for the first five months of the year.

Chain candy stores reported sales up 56 per cent over May, 1945. An average increase of 35 per cent in the first five months of the year was obtained. The value of merchandise retailed by furriers in May was 48 per cent above May, 1945 volume.

Regional Trends

Increases in this year over last, both in May and in the comparisons for the first five months of the two years, were highest in western Canada. The Prairie Provinces led other areas as sales rose 23 per cent in May and 18 per cent in the five-month period. Increases for Ontario and British Columbia were almost identical, but were slightly lower than gains recorded for the Prairies. Quebec sales were up 18 per cent for May and 14 per cent in the cumulative results. The Maritime Provinces reported sales 15 per cent higher in May, an increase which represents a recovery from comparatively minor gains recorded for that province in earlier months of the year. The average increase for the first five months of this year over last was only 9 per cent.

Departmental Analysis of Department Store Sales

An analysis of the May, 1945 and 1946 figures by departments illustrates the continuing wide expansion in sales of radios and of household appliances. Hardware sales in department stores increased 52 per cent in May, a gain which is somewhat larger than those made by this department in earlier months of the year. Sales of furniture and of home furnishings also showed increases which exceeded the average gain for all departments.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for higher prices.)

Kind of Business	Sales in May, 1946 Compared With Sales In			Sales in Jan.-May, 1946 Compared With Sales In	
	May, 1941	May, 1945	Apr. 1946	Jan.-May, 1941	Jan.-May, 1945
General Index	+53.7	+19.2	+ 2.3	+63.6	+15.0
General Merchandise Group:					
Country General Stores	+68.2	+17.2	+14.3	+70.7	+12.2
Department Stores	+55.4	+28.2	- 2.1	+66.7	+19.9
Variety Stores	+37.9	+14.7	- 0.5	+50.9	+ 8.3
Food Group:					
Food Stores	+44.8	+10.6	+ 4.3	+53.3	+ 9.4
Restaurants	+73.7	+ 9.5	+ 1.4	+80.6	+ 7.4
Clothing Group:					
Family Clothing Stores	+65.9	+27.5	- 4.6	+82.0	+21.3
Men's Clothing Stores	+53.3	+23.4	- 5.8	+68.7	+21.6
Women's Clothing Stores	+65.9	+17.7	- 9.5	+76.4	+12.8
Shoe Stores	+47.7	+11.0	- 1.9	+65.3	+ 8.2
Household and Personal Effects Group:					
Drug Stores	+58.0	+11.9	+ 0.7	+62.6	+10.4
Furniture Stores	+25.4	+32.0	- 2.7	+49.7	+38.3
Hardware Stores	+72.7	+45.5	+16.3	+94.2	+36.2
Jewellery Stores (a)	+103.1	+31.1	+ 5.5	+104.0	+20.1
Radio and Electrical Stores	+31.3	+90.0	7.0	+40.2	+72.7

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
May, 1939	107.7	103.0	108.0	99.6	101.4	98.4	106.9	107.7
May, 1941	141.1	133.2	126.9	112.7	134.3	129.2	159.8	159.7
May, 1943	165.3	157.3	162.8	150.4	139.1	138.7	190.0	184.8
May, 1944	177.9	171.0	180.2	166.5	166.2	160.0	191.1	191.8
May, 1945	182.0	175.9	182.1	168.5	162.8	157.3	192.0	194.9
1945								
June	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	191.9	203.7
September	187.2	186.0	176.5	165.2	201.6	205.3	194.2	200.9
October	203.8	189.8	192.3	172.1	220.9	189.3	218.2	213.0
November	213.1	200.8	181.6	174.2	258.4	222.5	249.9	246.3
December	256.1	187.4	209.7	174.3	279.6	174.4	400.0	197.8
1946								
January	160.2	196.4	138.1	180.0	137.0	182.4	144.1	227.7
February	167.0	212.6	139.8	187.9	162.3	215.7	157.6	233.4
March	210.2	229.1	168.8	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	186.7	201.5	213.2	207.3	221.3	242.2
May	216.9	208.2	213.4	196.4	208.7	201.6	220.3	222.7

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
May, 1939	109.7	108.7	100.5	98.7	(b)	(b)	95.0	98.0
May, 1941	146.8	141.4	121.0	117.3	145.3	138.5	135.4	137.0
May, 1943	176.7	167.1	178.6	177.3	182.1	171.0	162.9	160.5
May, 1944	178.5	175.4	188.8	184.7	194.2	186.6	181.6	185.9
May, 1945	192.1	189.6	191.9	187.2	189.0	183.8	168.3	174.3
1945								
June	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.6	189.8	201.7	196.0	310.8	193.8	308.7	178.8
1946								
January	182.8	192.7	190.4	199.7	145.9	216.5	140.0	197.4
February	182.2	198.4	181.8	205.8	154.7	239.1	159.1	253.1
March	213.4	197.4	209.7	213.6	231.1	280.2	219.8	260.8
April	203.8	211.5	207.4	208.3	252.6	214.0	220.3	195.1
May	212.5	208.8	210.2	204.4	241.0	233.9	207.6	215.1

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
May, 1939	104.2	100.4	112.4	100.1	102.7	105.7	125.2	99.9
May, 1941	141.1	133.3	143.7	127.0	126.5	126.1	175.7	140.2
May, 1943	181.1	170.4	176.8	150.9	159.3	162.4	149.2	119.1
May, 1944	202.5	192.0	197.4	177.2	168.6	173.6	165.8	132.3
May, 1945	198.9	190.8	191.1	173.6	178.6	183.8	166.9	134.8
1945								
June	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	169.7	144.0
November	243.3	217.4	208.9	214.7	195.5	197.7	164.6	153.7
December	304.5	197.2	257.6	178.6	286.2	225.9	166.1	140.5
1946								
January	149.7	208.6	111.0	158.6	194.7	206.8	145.5	221.5
February	155.2	246.9	115.6	195.5	185.2	205.5	155.4	199.2
March	252.5	301.4	215.1	284.6	199.9	201.0	194.7	223.5
April.....	258.8	202.2	216.4	173.8	198.5	206.2	226.3	209.9
May	234.1	223.7	212.2	190.4	199.9	204.4	220.3	178.5

Year and Month	Hardware		(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
May, 1939	136.9	101.7	82.1	(b)	122.4	105.3
May, 1941	172.7	128.3	127.2	141.8	167.0	143.7
May, 1943	175.6	133.0	161.2	186.8	117.0	104.7
May, 1944	200.9	149.3	181.9	202.7	115.6	99.4
May, 1945	204.9	155.2	197.1	219.7	115.4	99.3
1945						
June	218.4	177.3	230.6	243.2	116.0	121.1
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	232.6	211.7	677.6	266.9	197.2	154.7
1946						
January	159.0	264.0	168.6	236.2	147.5	176.4
February	161.4	295.6	198.1	284.4	153.2	198.5
March	219.1	302.4	221.6	289.8	189.0	220.7
April	256.3	250.4	244.9	297.4	205.0	209.1
May	298.2	225.0	258.3	287.9	219.3	188.6

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Depart-ment	Variety	Food	Restau-rant	Family Clothing
Maritime Provinces							
May, 1943	199.8	180.6	169.9	251.3	190.7	244.6	218.1
May, 1944	220.3	206.8	211.5	252.5	202.8	258.0	247.9
May, 1945	218.7	210.5	202.7	237.2	211.3	250.8	227.1
1946							
April	232.5	194.6	238.6	244.4	214.7	247.3	295.3
May	252.1	244.0	247.9	245.6	228.8	266.0	293.2
% Change,							
May, 1946 ..... / May, 1945	+15.3	+15.9	+22.3	+ 3.5	+ 8.3	+ 6.1	+29.1
% Change,							
Jan.-May, 1946 .. / Jan.-May, 1945 ..	+ 8.9	+10.8	+13.5	- 2.5	+ 5.8	+ 0.9	+17.5
Quebec							
May, 1943	180.5	189.7	161.3	223.6	182.9	167.9	210.7
May, 1944	190.7	211.5	189.3	228.4	180.6	177.3	218.7
May, 1945	193.6	206.6	183.2	229.2	193.2	193.4	210.6
1946							
April	222.0	202.7	238.3	262.5	209.4	206.7	281.4
May	227.5	239.5	239.5	270.7	210.6	213.8	271.8
% Change,							
May, 1946 ..... / May, 1945	+17.5	+15.9	+30.7	+18.1	+ 9.0	+10.5	+29.1
% Change,							
Jan.-May, 1946 .. / Jan.-May, 1945 ..	+13.7	+11.2	+23.0	+10.8	+ 7.2	+10.2	+23.2
Ontario							
May, 1943	155.5	158.4	129.9	171.4	170.9	177.7	147.7
May, 1944	166.7	167.7	157.4	170.9	172.3	192.7	156.1
May, 1945	170.7	163.8	152.9	174.7	186.6	191.8	152.4
1946							
April	202.8	167.3	203.4	201.8	201.2	203.4	207.7
May	204.1	195.7	200.2	199.6	206.4	202.6	189.3
% Change,							
May, 1946 ..... / May, 1945	+19.6	+19.5	+30.9	+14.3	+10.6	+ 5.6	+24.2
% Change,							
Jan.-May, 1946 .. / Jan.-May, 1945 ..	+15.9	+11.9	+21.9	+ 8.2	+10.2	+ 4.0	+18.8

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
242.0	266.6	225.5	192.8	223.7	192.7	282.0	145.1
260.7	305.2	240.3	203.3	254.3	225.6	284.2	157.5
232.3	300.1	221.6	210.3	244.6	219.8	309.4	135.7
286.8	342.2	231.0	228.6	281.2	231.2	306.1	246.1
284.1	358.6	248.4	224.8	321.4	311.4	368.9	286.7
+22.3	+19.5	+12.1	+ 6.9	+31.4	+41.7	+19.2	+111.0
+16.2	+ 5.6	+ 0.8	+ 5.9	+33.9	+23.9	+ 1.8	+61.6
			Quebec				
175.0	191.0	175.8	155.5	163.6	197.3	134.0	150.5
193.9	203.1	192.9	164.1	188.7	232.6	160.0	146.2
175.6	190.9	175.5	175.5	180.7	236.7	164.8	155.4
205.5	234.3	200.2	197.8	218.5	259.2	265.6	234.8
199.7	222.1	191.0	195.6	230.2	323.2	239.8	235.9
+13.7	+16.3	+ 8.8	+11.5	+27.4	+36.5	+45.5	+51.8
+12.9	+13.0	+ 6.7	+10.7	+29.2	+33.2	+25.4	+62.4
			Ontario				
146.5	170.7	166.8	152.0	132.8	158.7	149.6	93.6
165.2	192.5	188.0	158.4	142.1	177.5	169.3	89.9
154.6	188.8	181.4	168.3	149.5	174.8	194.9	86.9
214.2	263.3	208.2	183.9	207.0	227.5	220.8	163.6
195.5	227.6	200.3	187.5	194.0	270.2	246.3	178.2
+26.5	+20.6	+10.4	+11.4	+29.8	+54.6	+26.4	+105.1
+24.8	+15.3	+ 9.2	+10.4	+43.4	+42.6	+20.9	+85.0

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
May, 1943	154.4	145.1	129.6	180.1	173.9	174.8	178.8
May, 1944	170.2	161.0	155.5	182.3	179.3	181.9	194.9
May, 1945	174.6	166.4	151.3	178.3	196.4	183.3	195.3
1946							
April	211.8	186.4	207.2	222.1	196.5	213.1	276.4
May	214.3	192.1	193.1	212.6	226.0	213.2	248.2
% Change,							
May, 1946 ..... / May, 1945	+22.7	+15.4	+27.6	+19.2	+15.1	+16.3	+27.1
% Change,							
Jan.-May, 1946 .. / Jan.-May, 1945 ..	+17.7	+11.7	+18.6	+11.2	+14.6	+14.0	+25.3
British Columbia							
May, 1943	161.3	141.4	147.3	137.6	173.5	176.1	166.5
May, 1944	171.9	157.5	166.2	135.2	174.4	171.8	181.6
May, 1945	183.5	176.1	174.8	145.2	188.5	173.0	194.3
1946							
April	212.6	178.6	215.1	176.6	196.8	193.2	218.8
May	221.1	222.0	214.1	164.8	210.3	197.0	252.6
% Change,							
May, 1946 ..... / May, 1945	+20.5	+26.1	+22.5	+13.5	+11.6	+13.9	+30.0
% Change,							
Jan.-May, 1946 .. / Jan.-May, 1945 ..	+16.6	+21.4	+17.4	+11.5	+10.5	+ 8.3	+18.6

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery(b)	Radio and Electrical
			Prairie Provinces				
164.9	163.2	175.0	163.7	116.2	174.2	176.9	138.5
189.6	194.5	199.1	173.7	129.7	195.7	206.2	143.9
165.1	195.5	203.6	181.4	139.8	209.7	204.2	152.2
243.8	255.8	246.4	210.3	255.5	287.8	260.3	288.9
224.1	220.5	230.7	210.2	224.7	298.5	285.9	322.8
+35.7	+12.8	+13.3	+15.9	+60.7	+42.3	+40.0	+112.1
+28.8	+ 9.0	+13.2	+12.3	+50.7	+32.5	+26.5	+69.7
			British Columbia				
143.7	196.8	191.1	173.4	141.5	181.5	171.9	109.9
151.7	219.2	222.1	199.1	149.7	213.9	185.3	109.4
169.1	235.0	253.4	213.8	157.4	229.7	196.2	99.7
202.1	273.3	268.5	234.4	271.2	324.2	239.5	195.8
203.9	268.1	293.2	238.9	215.6	351.9	240.7	198.7
+20.6	+14.1	+15.7	+11.7	+37.0	+53.2	+22.7	+99.3
+24.6	+ 9.0	+10.2	+ 9.7	+42.6	+42.0	+17.0	+68.6

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS
May, 1945 and May, 1946
(Based on dollar sales of 18 firms including mail order houses)

	May, 1945	May, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	29,468,212	37,727,815	+28.0
1. Women's dresses, coats and suits	3,548,388	4,500,131	+26.8
2. Girls' and infants' wear	1,166,961	1,314,303	+12.6
3. Hosiery and gloves	1,133,880	1,294,214	+14.1
4. Lingerie and corsets	1,209,174	1,442,531	+19.3
5. Millinery	382,688	448,755	+17.3
6. Women's and children's apparel - (Total, 1-5)	7,441,091	8,999,934	+20.9
7. Men's and boys' clothing and furnishings	2,975,142	3,597,207	+20.9
8. Drugs and toilet articles and preparations	869,170	942,757	+ 8.5
9. Piece goods	2,387,953	2,840,024	+18.9
10. Smallwares	995,000	1,235,248	+24.1
11. Food and kindred products	2,573,653	2,838,572	+10.3
12. Furniture (including mattresses and springs)	2,066,556	2,763,248	+33.7
13. Home furnishings	2,276,405	3,063,230	+34.6
14. Household appliances and electrical supplies	528,396	1,103,148	+108.8
15. Hardware and kitchen utensils	1,389,834	2,117,951	+52.4
16. Radios, musical instruments and supplies	170,419	528,969	+210.4
17. Shoes and other footwear	2,260,345	2,700,085	+19.5
18. Stationery, books and magazines	418,858	518,120	+23.7
19. All other departments, total	3,115,390	4,479,322	+43.8

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS (APRIL, 1945 AND APRIL, 1946)
(Revised)

	April, 1945	April, 1946	% Change, 1946/1945
	$	$	
14. Household appliances and electrical supplies	533,938	1,084,245	+103.1
15. Hardware and kitchen utensils	1,503,421	2,055,039	+36.7

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Monthly Indexes of Retail Sales in Canada, June, 1946
(1935-1939=100)

Retail trade in Canada for June, 1946, recorded a minor decrease of 0.4 per cent from the dollar volume of sales in the previous month, according to monthly reports received from a sample number of firms representing fourteen different kinds of business. Current activity, however, remained at a higher level than in the preceding year with June sales almost 10 per cent greater than in the same month of 1945. The unadjusted indexes of sales for all fourteen trades (on the base 1935 to 1939 = 100) stood at 216.0 for June, 1946, against 216.9 for May, 1946, and 196.8 for June, 1945.

The cumulative increase in sales during the first half of the present year over the same period of 1945 amounted to 14 per cent, down one point from the gain of 15 per cent which was recorded for the first five months of the present year. This decline was caused by the relatively small gain of 10 per cent in June sales which reduced the average rate of gain for the entire period. Increases for the other five months of 1946 in chronological order amounted to 12, 14, 8, 21 and 19 per cent over the same months of 1945.

Indicating the marked expansion which has occurred in retail sales since 1941, the level of business for the first six months of 1946 was 63 per cent higher than in the corresponding months of that period. Jewellery stores, partly influenced by the introduction of the retail sales tax in 1942, continued to record the largest cumulative increase with a gain of 102 per cent over the first six months of 1941. Other stores whose sales increases were notably above the average comprised hardware and family clothing stores, restaurants and women's clothing establishments with gains ranging from 92 to 75 per cent. Increases recorded by variety, furniture, and radio and electrical stores continued to be lowest with gains of 51, 50 and 42 per cent over levels prevailing in the first six months of 1941.

Some changes are apparent in the pattern of increases over 1945 when June results are compared with gains during the first five months of the current year. Radio and electrical, furniture, and hardware stores continued to maintain top position in the order of increases obtained. The relatively smaller increases for men's, family and women's clothing outlets, however, caused them to recede from fourth to tenth, fifth to sixth and eighth to thirteenth positions, respectively, while shoe stores with a sales decrease of 3 per cent in June dropped from thirteenth to last place. Variety stores were the only kind of business to record an increase greater than the January-May average and therefore rose from twelfth to eighth position in the ranking.

In the general merchandise group, department store sales in June with an increase of 13 per cent over those a year ago led country general and variety

stores, each of which recorded expansions of almost 10 per cent. Department stores also retained the lead during the first six months of 1946, the three kinds of establishments experiencing cumulative gains of about 19, 12 and 9 per cent, respectively, over 1945 levels.

In the food group, the sales of grocery, combination and meat stores taken together were up about 5 per cent over June, 1945, while restaurants duplicated this performance with an equal gain. Over the six months' period, however, the sales of the food stores with an increase of around 9 per cent ran ahead of restaurant receipts which recorded the smaller expansion of 7 per cent.

Family clothing stores continued to record the largest gain in the clothing group with June sales up nearly 13 per cent. Men's and women's clothing outlets remained in second and third place with increases of about 7 and 3 per cent while shoe stores recorded a contraction of nearly 3 per cent from June, 1945, levels. Over the first half of the current year the sales of family and of men's clothing stores were up by nearly equal proportions at about 19 per cent, while the dollar volume of women's clothing establishments was 11 per cent higher. The cumulative expansion for shoe stores, however, amounted to only 6 per cent, the five months' gain of 8 per cent being reduced by the decline in June sales from those a year ago.

The performance of radio and electrical stores in June again featured the household and personal effects group with an increase of 70 per cent over sales in the same month of last year. These were followed by hardware stores with a gain of 31 per cent and by furniture stores with June sales up 25 per cent. Jewellery stores had the more modest increase of 14 per cent while June drug store sales were up only 7 per cent. During the first six months of 1946 the sales of radio and electrical stores were higher by 73 per cent, furniture stores by 36 per cent, hardware outlets by 35 per cent, and jewellery and drug stores by 19 and 10 per cent, respectively.

Sales of chain candy stores recorded an increase of 29 per cent over June, 1945, while the cumulative increase averaged 34 per cent over the first six months of last year. Merchandise retailed by furriers in June, 1946, was valued 31 per cent greater than in the same month of the preceding year.

Regional Trends

The Prairie Provinces continued to lead all other areas in the order of increases obtained over last year both in June and in the comparisons for the first half of the two years, the respective gains amounting to 14 and 17 per cent. British Columbia stood second highest with expansions of 11 and 16 per cent, followed by Ontario up 10 and 15 per cent, Quebec, 8 and 13 per cent, and the Maritime Provinces with increases of 4 per cent for June and 8 per cent for the January-June period. Sales increases of radio and electrical, furniture, and hardware stores continued to lead all other trades in each of the five regional areas of the Dominion but the pattern of decreases for the month of June varied considerably by trades. Sales of shoe stores in the month were lower than a year ago in all regions of Canada. In the Maritimes, the dollar volumes of variety and jewellery stores and of restaurants also showed contractions while the turnover of women's clothing stores in the Prairies and of men's and women's clothing outlets in British Columbia were likewise lower than in June, 1945.

Departmental Analysis of Department Store Sales

An analysis of department store sales by departments for 18 firms submitting such figures shows lower gains in all categories for which separate figures are compiled. Sales of women's and children's apparel were 8 per cent higher in June of this year than last whereas an increase of 21 per cent was recorded in the May comparison. Corresponding increases for men's and boys' clothing and furnishings were 7 per cent for June and 21 per cent for May. Durable goods departments continue to record major gains but even here the margin of increase over 1945 was lower in June than in May.

Percentage increases in the sales of radio and electrical appliances continued to feature the departmental sales of department stores when the dollar volumes for the first six months of 1946 are compared with those of 1945. Sales of radios, musical instruments and supplies, and of household appliances and electrical supplies were up 141 and 101 per cent over the dollar volume in the same period of last year while hardware and furniture sales expanded by 37 and 32 per cent. Home furnishings, and stationery, books and magazines also recorded expansions above the six months' gain for all departments which averaged 19 per cent.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for higher prices.)

Kind of Business	Sales in June, 1946 Compared With Sales In			Sales in Jan.-June, 1946 Compared With Sales In	
	June 1941	June 1945	May, 1946	Jan.-June, 1941	Jan.-June, 1945
General Index	+62.8	+ 9.8	- 0.4	+63.4	+14.0
General Merchandise Group:					
Country General Stores	+74.4	+10.0	- 5.1	+71.3	+11.7
Department Stores	+55.1	+13.4	- 8.1	+64.6	+18.8
Variety Stores	+50.9	+ 9.5	+ 4.9	+51.1	+ 8.7
Food Group:					
Food Stores	+59.3	+ 5.4	+ 4.8	+54.3	+ 8.6
Restaurants	+75.8	+ 5.3	- 0.4	+79.8	+ 7.1
Clothing Group:					
Family Clothing Stores	+77.2	+12.8	+ 2.1	+80.7	+19.3
Men's Clothing Stores	+64.6	+ 6.6	+ 8.3	+68.1	+18.6
Women's Clothing Stores	+69.1	+ 3.2	- 4.5	+75.3	+11.1
Shoe Stores	+58.2	- 2.6	+20.5	+63.5	+ 5.5
Household and Personal Effects Group:					
Drug Stores	+60.7	+ 6.9	- 1.6	+62.4	+ 9.9
Furniture Stores	+51.8	+24.5	- 7.8	+50.2	+35.8
Hardware Stores	+81.5	+31.0	- 4.4	+91.6	+35.2
Jewellery Stores (a)	+94.7	+13.8	+ 1.5	+102.2	+18.9
Radio and Electrical Stores	+44.4	+70.0	-12.4	+41.6	+73.1

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
June, 1939	109.8	105.4	102.4	98.0	98.9	94.3	116.2	112.7
June, 1941	132.7	134.4	115.8	116.1	123.7	123.1	154.0	154.8
June, 1943	161.0	158.9	153.9	150.6	136.8	130.9	184.3	181.6
June, 1944	178.1	173.0	170.0	164.4	150.5	143.4	196.1	189.5
June, 1945	196.8	184.4	183.5	172.6	169.1	160.6	212.3	193.9
1945								
July	170.6	189.2	182.0	176.1	133.2	179.0	196.7	203.7
August	178.1	189.8	187.6	171.8	155.7	184.7	191.9	203.7
September	187.2	186.0	176.5	165.2	201.6	205.3	194.2	200.9
October	203.8	189.8	192.3	172.1	220.9	189.3	218.2	213.0
November	213.1	200.8	181.6	174.2	258.4	222.5	249.9	246.3
December	256.1	187.4	209.7	174.3	279.6	174.4	400.0	197.8
1946								
January	160.2	196.4	138.1	180.0	137.0	182.4	144.1	227.7
February	167.0	212.6	139.8	187.9	162.3	215.7	157.6	233.4
March	210.2	229.1	168.8	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	186.7	201.5	213.3	207.4	221.3	242.2
May	216.9	208.3	212.7	195.7	208.8	201.7	221.6	224.1
June	216.0	210.1	201.9	197.6	191.8	189.4	232.4	219.5

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
June, 1939	122.1	121.2	91.2	91.3	(b)	(b)	102.3	95.7
June, 1941	139.4	145.7	119.3	121.5	137.7	139.1	137.4	134.8
June, 1943	171.7	174.5	176.5	176.7	179.4	176.2	171.9	166.2
June, 1944	194.0	191.8	187.9	187.4	188.4	182.4	188.3	179.9
June, 1945	210.8	197.0	199.1	198.6	216.3	198.7	212.1	189.3
1945								
July	178.2	188.5	208.7	201.5	179.2	215.4	152.8	193.0
August	188.4	198.7	212.5	194.9	169.8	207.2	140.8	189.8
September	174.3	173.7	204.6	199.6	199.5	212.0	209.4	212.7
October	182.1	185.0	206.6	202.2	266.5	224.6	253.0	215.9
November	185.8	185.5	204.4	214.5	260.9	218.6	256.6	207.6
December	215.6	189.8	201.7	196.0	310.8	193.8	308.7	178.8
1946								
January	182.8	192.7	190.4	199.7	145.9	216.5	140.0	197.4
February	182.2	198.4	181.8	205.8	154.7	239.1	159.1	253.1
March	213.4	197.4	209.7	213.6	231.1	280.2	219.8	260.8
April	203.8	211.5	207.4	208.3	252.6	214.0	220.3	195.1
May	212.0	208.3	210.5	204.7	238.9	231.9	208.9	216.4
June	222.1	216.3	209.7	212.7	244.0	231.3	226.2	208.0

(a) Includes men's furnishings.

(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
June, 1939	104.4	92.4	132.1	103.9	98.9	104.2	100.5	101.5
June, 1941	132.9	123.4	160.7	130.4	122.9	133.5	134.7	141.0
June, 1943	174.7	166.0	202.6	163.7	154.2	164.0	118.6	121.2
June, 1944	191.8	179.4	212.7	165.3	168.1	177.1	139.6	141.0
June, 1945	217.9	196.3	261.1	190.4	184.7	190.8	164.3	159.7
1945								
July	165.8	203.6	189.8	215.3	178.5	186.2	135.0	179.8
August	166.6	212.4	177.6	203.1	180.8	181.1	137.9	134.7
September	212.1	223.8	204.9	184.5	184.0	182.5	148.4	129.0
October	246.7	210.6	197.7	197.0	196.4	190.3	169.7	144.0
November	243.3	217.4	208.9	214.7	195.5	197.7	164.6	153.7
December	304.5	197.2	257.6	178.6	286.2	225.9	166.1	140.5
1946								
January	149.7	208.6	111.0	158.6	194.7	206.8	145.5	221.5
February	155.2	246.9	115.6	195.5	185.2	205.5	155.4	199.2
March	252.5	301.4	215.1	284.6	199.9	201.0	194.7	223.5
April	258.8	202.2	216.4	173.8	198.5	206.2	226.3	209.9
May	235.5	225.0	211.1	189.5	200.7	205.3	221.7	179.7
June	224.8	209.5	254.3	193.1	197.5	208.1	204.5	206.5

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
June, 1939	128.3	105.7	92.2	(b)	96.3	103.8
June, 1941	157.7	135.1	134.8	147.8	136.6	148.2
June, 1943	168.9	141.9	167.1	176.3	106.4	111.0
June, 1944	194.5	160.9	195.1	205.8	110.4	115.1
June, 1945	218.4	177.3	230.6	243.2	116.0	121.1
1945						
July	209.2	194.8	219.1	269.2	108.1	129.7
August	202.9	189.6	233.4	242.2	112.5	123.6
September	212.3	184.9	215.4	248.7	124.6	116.2
October	226.8	197.3	231.0	249.0	142.9	119.8
November	218.7	215.3	293.5	287.9	151.7	132.8
December	232.6	211.7	677.6	266.9	197.2	154.7
1946						
January	159.0	264.0	168.6	236.2	147.5	176.4
February	161.4	295.6	198.1	284.4	153.2	198.5
March	219.1	302.4	221.6	289.8	189.0	220.7
April	256.3	250.4	244.9	297.4	205.0	209.1
May	299.3	225.9	258.7	288.4	225.2	193.8
June	286.2	240.5	262.5	287.9	197.2	213.9

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
June, 1943	191.0	154.7	166.3	235.4	190.1	240.2	204.6
June, 1944	213.1	178.1	181.5	252.6	218.6	254.1	223.1
June, 1945	233.0	193.4	198.0	278.8	234.0	260.9	258.1
1946							
May	253.1	243.7	249.3	252.2	230.3	266.5	293.4
June	242.9	219.3	205.3	261.8	238.0	257.7	289.9
% Change,							
June, 1946 / June, 1945	+ 4.2	+13.4	+ 3.7	- 6.1	+ 1.7	- 8.3	+12.3
% Change,							
Jan.-June, 1946 / Jan.-June, 1946	+ 8.1	+11.2	+12.2	- 2.7	+ 5.2	- 0.8	+16.4
Quebec							
June, 1943	172.4	177.7	146.7	216.7	180.7	161.8	197.2
June, 1944	188.5	198.5	157.8	232.2	199.3	173.9	199.2
June, 1945	210.8	212.0	189.5	252.0	220.2	195.9	230.5
1946							
May	277.3	241.1	239.5	271.6	209.4	213.5	266.0
June	228.3	225.2	217.5	287.2	222.0	209.0	275.4
% Change,							
June, 1946 / June, 1945	+ 8.3	+ 6.2	+14.8	+14.0	+ 0.8	+ 6.7	+19.5
% Change,							
Jan.-June, 1946 / Jan.-June, 1945	+12.6	+10.3	+21.5	+11.5	+ 5.9	+ 9.5	+22.0
Ontario							
June, 1943	151.1	142.3	131.8	166.7	158.0	176.4	151.5
June, 1944	166.1	147.4	141.1	176.0	180.6	188.8	159.1
June, 1945	184.9	165.7	161.0	193.3	194.3	196.7	183.0
1946							
May	204.1	195.7	200.0	200.2	206.1	203.4	188.8
June	203.5	182.9	183.8	211.6	206.8	201.8	197.4
% Change,							
June, 1946 / June, 1945	+10.1	+10.4	+14.2	+ 9.5	+ 6.4	+ 2.6	+ 7.9
% Change,							
Jan.-June, 1946 / Jan.-June, 1945	+14.8	+11.6	+20.5	+ 8.5	+ 9.4	+ 3.9	+16.6

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
235.3	213.1	241.7	182.4	198.1	184.2	282.1	139.3
257.7	244.5	248.8	198.0	215.3	223.5	297.1	136.4
284.7	295.6	302.4	218.6	237.1	231.8	361.9	160.2
286.6	358.3	247.2	226.4	319.8	311.9	363.5	273.3
293.5	301.4	296.8	222.4	279.9	300.3	327.1	237.6
+ 3.1	+ 2.0	- 1.9	+ 1.7	+18.1	+29.6	- 9.6	+48.3
+13.7	+ 4.9	+ 0.1	+ 5.3	+30.6	+25.2	- 0.7	+57.4
			Quebec				
175.1	185.0	191.0	145.3	115.3	184.2	141.5	130.1
186.9	196.4	195.9	159.5	138.2	214.9	175.6	127.8
207.3	218.5	237.6	178.7	162.8	238.5	204.2	130.8
202.2	221.3	191.0	195.9	230.8	323.6	243.1	247.1
214.1	227.2	236.0	187.7	207.1	309.5	242.4	219.9
+ 3.3	+ 4.0	- 0.7	+ 5.0	+27.2	+29.8	+18.7	+68.1
+11.0	+11.0	+ 4.9	+ 9.8	+28.9	+32.5	+24.4	+64.9
			Ontario				
162.8	168.8	204.2	149.0	106.2	152.6	155.1	82.7
178.0	183.8	214.3	159.6	123.8	169.5	181.9	89.5
204.7	215.4	262.4	174.9	150.9	194.9	224.9	95.0
196.2	229.6	199.4	188.5	193.9	270.2	248.1	186.1
224.0	227.2	260.7	189.3	183.8	254.4	257.7	161.4
+ 9.4	+ 5.5	- 0.6	+ 8.2	+21.8	+30.5	+14.6	+69.9
+21.6	+13.7	+ 6.6	+10.1	+39.1	+40.0	+19.8	+83.7

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
June, 1943	156.3	147.6	128.3	178.9	179.8	177.4	187.6
June, 1944	175.2	162.0	145.0	190.2	205.4	190.2	206.1
June, 1945	187.9	170.7	156.2	192.6	222.8	197.8	231.5
1946							
May	214.4	191.2	193.2	212.3	227.0	213.8	249.2
June	214.2	189.3	181.7	216.6	248.8	217.5	256.2
% Change,							
June, 1946 ..... / June, 1945	+14.0	+10.9	+16.3	+12.5	+11.7	+10.0	+10.7
% Change,							
Jan.-June, 1946. / Jan.-June, 1945.	+17.0	+11.5	+18.2	+11.4	+14.0	+13.3	+22.4
British Columbia							
June, 1943	161.3	141.4	144.4	134.6	177.6	169.9	175.2
June, 1944	181.1	167.3	167.1	144.1	197.8	172.6	190.6
June, 1945	201.6	185.0	185.2	152.1	216.4	184.0	217.1
1946							
May	221.8	212.5	214.1	167.4	211.8	195.4	251.3
June	223.7	208.3	203.9	172.2	239.2	201.1	226.4
% Change,							
June, 1946 ..... / June, 1945	+11.0	+12.6	+10.1	+13.2	+10.5	+ 9.3	+ 4.3
% Change,							
Jan.-June, 1946. / Jan.-June, 1945.	+15.6	+18.6	+16.0	+12.1	+10.6	+ 8.4	+15.5

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Prairie Provinces				
168.5	155.7	193.2	160.2	118.4	174.9	183.7	131.0
194.7	181.4	206.2	177.8	135.3	203.6	221.0	144.7
206.3	196.7	251.0	189.3	153.3	224.0	230.4	146.8
226.2	223.9	225.9	208.9	225.5	298.7	280.8	322.4
229.6	193.7	243.6	206.3	197.6	293.2	295.2	251.1
+11.3	- 1.5	- 2.9	+ 9.0	+28.9	+30.9	+28.1	+71.0
+25.5	+ 7.5	+ 9.1	+11.6	+47.0	+32.2	+26.4	+69.9
			British Columbia				
161.3	188.9	205.1	168.2	125.6	170.6	179.3	113.8
176.8	213.1	232.7	191.9	160.8	202.8	193.7	108.7
211.5	227.9	303.8	217.9	184.2	247.3	228.6	118.0
202.1	270.7	291.9	244.6	230.2	365.9	239.8	201.7
209.1	219.2	250.9	228.7	234.2	343.6	241.6	217.4
- 1.1	- 3.8	-17.4	+ 5.0	+27.1	+38.9	+ 5.7	+84.2
+19.0	+ 6.9	+ 4.0	+ 9.4	+41.2	+42.5	+14.7	+71.8

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

June, 1945 and June, 1946
(Based on dollar sales of 18 firms including mail order houses)

	June, 1945	June, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	30,376,119	34,895,314	+14.9
1. Women's dresses, coats and suits	3,708,300	4,135,426	+11.5
2. Girls' and infants' wear	1,090,370	1,117,605	+ 2.5
3. Hosiery and gloves	1,093,373	1,142,133	+ 4.5
4. Lingerie and corsets	1,295,593	1,379,503	+ 6.5
5. Millinery	327,915	338,519	+ 3.2
6. Women's and children's apparel - (Total, 1-5).	7,515,551	8,113,186	+ 8.0
7. Men's and boys' clothing and furnishings	3,370,255	3,601,344	+ 6.9
8. Drugs and toilet articles and preparations	910,372	949,265	+ 4.3
9. Piece goods	2,455,476	2,650,543	+ 7.9
10. Smallwares	1,039,775	1,170,088	+12.5
11. Food and kindred products	2,517,740	2,553,953	+ 1.4
12. Furniture (including mattresses and springs)	1,951,293	2,386,887	+22.3
13. Home furnishings	2,213,206	2,710,660	+22.5
14. Household appliances and electrical supplies	537,062	1,005,630	+87.2
15. Hardware and kitchen utensils	1,383,242	1,839,213	+33.0
16. Radios, musical instruments and supplies	188,298	458,757	+143.6
17. Shoes and other footwear	2,516,461	2,685,134	+ 6.7
18. Stationery, books and magazines	415,123	516,307	+24.4
19. All other departments, total	3,362,265	4,254,347	+26.5

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Jan.-June, 1945 and Jan.-June, 1946

	Jan.-June, 1945	Jan.-June, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	174,164,687	207,185,553	+19.0
1. Women's dresses, coats and suits	21,112,565	24,552,352	+16.3
2. Girls' and infants' wear	7,078,111	7,592,222	+ 7.3
3. Hosiery and gloves	6,724,397	7,218,877	+ 7.4
4. Lingerie and corsets	7,285,652	8,171,446	+12.2
5. Millinery	2,238,179	2,476,586	+10.7
6. Women's and children's apparel - (Total, 1-5).	44,438,904	50,011,483	+12.5
7. Men's and boys' clothing and furnishings	18,304,985	21,149,766	+15.5
8. Drugs and toilet articles and preparations	5,184,312	5,611,051	+ 8.2
9. Piece goods	15,455,571	16,506,250	+ 6.8
10. Smallwares	6,136,906	7,039,663	+14.7
11. Food and kindred products	15,238,333	16,171,856	+ 6.1
12. Furniture (including mattresses and springs)	11,318,330	14,913,266	+31.8
13. Home furnishings	12,637,942	15,539,460	+23.0
14. Household appliances and electrical supplies	2,885,252	5,806,027	+101.2
15. Hardware and kitchen utensils	7,626,828	10,407,708	+36.5
16. Radios, musical instruments and supplies	1,187,941	2,858,396	+140.6
17. Shoes and other footwear	12,613,527	14,166,539	+12.3
18. Stationery, books and magazines	2,707,754	3,411,985	+26.0
19. All other departments, total	18,428,102	23,592,103	+28.0

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Monthly Indexes of Retail Sales in Canada, July, 1946
(1935-1939=100)

Retail sales in Canada declined 10 per cent in July below June but were almost 15 per cent higher than in July a year ago according to monthly reports received from a sample number of firms representing 14 different lines of business. The general index of retail sales, unadjusted for differences in the numbers of business days in different months or for normal seasonal fluctuations (on the base 1935-1939=100) stands at 195.5 for July compared with 216.5 for June and at 170.5 for July a year ago.

The 15 per cent increase in July of this year over last is approximately on a par with the average gain in dollar volume of sales for the year to date; cumulative figures for the first seven months of the year show an increase of 14 per cent. The 10 per cent decline in sales between June and July of this year was largely seasonal, the adjusted index of sales in which allowances are made both for normal seasonal movements and for differences in the numbers of business days in the month, showed a slight increase, rising from 210.5 for June to 212.2 for July. In view of the technical difficulties encountered in making adjustments for seasonal effects and also for the effects of differences in the numbers of business days, little significance can be attached to small movements in the seasonally adjusted figures. Nevertheless, these seasonally adjusted index numbers are sufficiently accurate to show that the underlying level of retail purchasing has remained practically unchanged since the beginning of the current year. The average seasonally adjusted index for the first seven months of the year stands at 211.5.

As in earlier months of the year, stores specializing in durable merchandise continue to register the greatest increases in sales. Furniture store sales ranged 38 per cent higher in July of this year than last compared with a 36 per cent gain for the first seven months of 1946 over the corresponding period of 1945. Stores specializing in radios and electrical equipment continue to record marked increases, the July gain of 74 per cent over July, 1945 being approximately on a par with a 73 per cent increase for the first seven months of the year. July sales of hardware stores were up 32 per cent while the gain for the year to date is 35 per cent. A more moderate gain of 13 per cent for jewellery store sales compares with a 14 per cent increase in June of this year over last and an 18 per cent expansion for the year to date.

In the general merchandise group of stores, department stores lead with a 20 per cent increase over July a year ago. Country general store sales were up 15 per cent and variety stores gained 13 per cent. Corresponding increases for the first seven months of this year over last stand at 19 per cent for department stores, 12 per cent for the country general stores and 9 per cent for variety stores.

Food stores and restaurants continue at a slightly higher level than in 1945. Combined results for grocery stores, meat markets and combination stores show a 10 per cent increase in dollar business in July of this year over last while sales for the

year to date are up by 9 per cent. Restaurant receipts were up 6 per cent for the month of July and 7 per cent for the seven-month period.

Specialty clothing stores for men and for women and family clothing stores all continue to register substantial gains in sales over last year. July sales for family clothing stores were up 14 per cent; men's specialty shops gained 14 per cent and women's specialty shops gained 13 per cent over July, 1945. On the other hand specialty shoe store sales were unchanged from July a year ago. Cumulative figures for the first seven months of the year for the trades in this group reveal increases of 19 per cent for family clothing stores, 18 per cent for men's specialty shops, 11 per cent for women's specialty shops and 5 per cent for shoe stores.

Drug store sales were 13 per cent higher in July of this year than last and were up by 10 per cent over the seven-month period. Percentage increases over July a year ago for two trades for which indexes are not computed show gains of 31 per cent for candy stores and 37 per cent for furriers respectively.

Regional Trends

With the exception of the Maritime Provinces, the increase in the general level of retail trading was similar for the other four economic areas of the country, ranging within the narrow limits of 14 per cent for the Prairie Provinces and 16 per cent for Ontario. Cumulative results for the first seven months of the year reveal a similar pattern, percentage increases in this instance standing at 8 per cent for the Maritime Provinces, 13 per cent for Quebec, 15 per cent for Ontario, 17 per cent for the Prairie Provinces and 15 per cent for British Columbia.

The radio and electrical group of stores came first in point of view of increased sales in all provinces. Furniture stores and hardware stores occupied second and third positions in this respect.

Departmental Analysis of Department Store Sales

An analysis of department store sales by departments for 18 firms including mail order houses shows increases in sales in July, 1946 over July, 1945 for all separate categories for which figures are compiled. Sales of radios, musical instruments and supplies ranged 150 per cent higher in July of this year than last. The household appliance and electrical supplies department registered a gain of 104 per cent followed by hardware and kitchen utensils at 39 per cent and home furnishings at 29 per cent. The smallwares department was up 22 per cent and the furniture department gained 19 per cent.

In the clothing departments, sales of hosiery and gloves registered the largest increase with a gain of 20 per cent followed closely by women's dresses, coats and suits with a gain of 19 per cent. These gains, together with increases of 7 per cent for girls' and infants' wear, 12 per cent for lingerie and corsets and 11 per cent for millinery resulted in a total gain of 16 per cent for the women's and children's apparel group as a whole. The comparable increase for men's and boys' clothing and furnishings was 15 per cent.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for higher prices.)

Kind of Business	Sales in July, 1946 Compared With Sales In			Sales in Jan.-July, 1946 Compared With Sales In	
	July 1941	July 1945	June 1946	Jan.-July 1941	Jan.-July 1945
General Index	+57.0	+14.7	- 9.7	+62.6	+14.1
General Merchandise Group:					
Country General Stores	+65.9	+14.7	+ 3.6	+70.4	+12.2
Department Stores	+56.3	+19.9	-16.6	+63.5	+18.9
Variety Stores	+45.9	+12.9	- 4.8	+50.3	+ 9.4
Food Group:					
Food Stores	+48.1	+10.4	-11.4	+53.5	+ 8.9
Restaurants	+65.6	+ 6.1	+ 4.0	+77.5	+ 6.9
Clothing Group:					
Family Clothing Stores	+73.7	+14.4	-16.5	+79.2	+18.6
Men's Clothing Stores	+56.5	+13.5	-23.4	+67.3	+18.0
Women's Clothing Stores	+67.7	+12.7	-18.5	+75.0	+11.3
Shoe Stores	+64.0	- 0.1	-26.3	+63.9	+ 4.8
Household and Personal Effects Group:					
Drug Stores	+57.6	+12.8	+ 1.4	+61.7	+10.4
Furniture Stores	+62.0	+38.3	- 8.6	+51.9	+36.1
Hardware Stores	+80.2	+31.9	- 4.5	+89.7	+34.7
Jewellery Stores (a)	+85.6	+12.9	- 7.3	+99.3	+17.9
Radio and Electrical Stores	+35.2	+73.9	- 5.5	+40.3	+73.3

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
July, 1939	91.3	103.8	104.9	99.0	75.0	101.2	108.3	112.2
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1944	155.1	170.9	170.6	160.1	116.8	157.0	181.1	186.8
July, 1945	170.5	189.1	182.2	176.4	133.2	179.0	196.7	203.7
1945								
August	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
September	187.1	186.0	175.4	164.2	201.6	205.3	194.2	200.9
October	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
November	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
December	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.5	210.5	201.6	197.3	191.6	189.2	233.2	220.3
July	195.5	212.2	208.9	195.6	159.7	207.1	222.1	225.5

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
July, 1939	100.8	107.5	96.2	92.0	(b)	(b)	79.7	101.1
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1943	169.7	160.7	188.5	177.9	162.2	178.7	144.1	165.3
July, 1944	164.6	174.9	195.7	188.3	157.6	188.7	142.3	179.0
July, 1945	178.5	188.8	206.0	198.9	177.9	213.9	153.6	194.0
1945								
August	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
September	174.3	173.7	204.4	199.5	200.3	212.8	209.8	213.1
October	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
November	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
December	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	197.0	204.2	218.6	207.7	203.6	239.4	174.3	215.8

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
July, 1939	80.0	99.0	89.6	100.4	99.6	102.2	78.8	104.9
July, 1941	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1944	154.6	189.1	164.0	184.5	168.1	171.4	116.5	155.1
July, 1945	165.5	203.2	189.9	215.3	178.4	186.1	134.9	179.7
1945								
August	166.7	212.5	176.9	202.2	180.8	181.2	137.9	134.8
September	211.9	223.6	205.3	184.9	184.6	183.0	148.6	129.2
October	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
November	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
December	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	186.6	223.7	189.8	211.8	201.3	207.2	186.5	242.5

Year and Month	Hardware		(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
July, 1939	118.3	109.7	75.1	(b)	84.0	109.6
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1944	176.3	162.8	176.2	216.5	91.9	110.2
July, 1945	208.9	194.5	218.4	268.4	108.8	130.6
1945						
August	204.0	190.6	235.6	244.5	112.9	124.0
September	212.1	184.7	215.1	248.4	125.9	117.4
October	228.0	198.3	229.6	247.5	144.3	121.0
November	221.0	217.6	291.7	286.1	153.5	134.4
December	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	275.5	250.5	246.5	291.3	189.2	218.3

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
July, 1943	194.0	165.9	139.9	237.8	207.6	260.8	193.4
July, 1944	194.8	177.7	139.3	232.0	205.6	268.7	187.0
July, 1945	210.6	191.4	151.8	247.1	217.0	282.5	221.0
1946							
June	243.7	220.5	205.3	267.4	237.6	257.8	286.4
July	231.9	224.7	173.2	251.4	235.2	286.1	235.3
% Change,							
July, 1946 ..... / July, 1945	+10.1	+17.4	+14.1	+ 1.7	+ 8.4	+ 1.3	+ 6.5
% Change,							
Jan.-July, 1946 . / Jan.-July, 1945 .	+ 8.4	+12.1	+12.4	- 1.7	+ 5.7	+ 0.7	+14.5
Quebec							
July, 1943	153.1	186.9	108.8	206.8	157.3	165.1	172.4
July, 1944	153.1	195.1	109.6	204.3	154.5	173.4	160.3
July, 1945	166.4	203.9	131.4	217.4	164.9	185.9	175.0
1946							
June	228.0	226.8	217.5	287.4	220.2	209.0	275.0
July	191.5	231.9	163.9	256.5	175.3	218.8	216.9
% Change,							
July, 1946 ..... / July, 1945	+15.1	+13.7	+24.7	+18.0	+ 6.3	+17.7	+23.9
% Change,							
Jan.-July, 1946 . / Jan.-July, 1945 .	+12.9	+10.9	+21.8	+12.5	+ 5.9	+10.7	+22.2
Ontario							
July, 1943	142.1	158.3	101.4	165.4	160.8	183.2	131.4
July, 1944	141.9	160.5	104.6	162.7	152.7	191.1	132.1
July, 1945	158.0	174.6	120.8	183.4	167.3	197.1	154.1
1946							
June	204.7	181.1	183.5	211.8	208.2	202.6	197.6
July	183.2	206.4	149.4	204.8	188.3	202.8	171.4
% Change,							
July, 1946 ..... / July, 1945	+15.9	+18.2	+23.7	+11.7	+12.6	+ 2.9	+11.2
% Change,							
Jan.-July, 1946 . / Jan.-July, 1945 .	+15.0	+12.7	+20.8	+ 9.0	+ 9.9	+ 3.7	+15.9

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
237.2	194.6	216.9	194.3	161.7	187.2	295.9	124.2
225.3	190.8	209.0	200.3	169.6	202.9	296.6	110.3
243.0	229.0	243.7	212.3	189.0	240.2	320.5	136.0
292.6	302.5	295.7	222.8	290.5	306.2	331.4	245.0
239.9	230.7	237.5	225.4	296.0	293.3	328.4	289.4
- 1.3	+ 0.7	- 2.5	+ 6.2	+56.6	+22.1	+ 2.5	+112.8
+11.3	+ 4.2	- 0.4	+ 5.5	+35.0	+24.9	- 0.5	+66.1
			Quebec				
137.1	142.5	151.3	150.3	100.5	178.6	130.7	107.0
133.9	134.4	141.8	160.6	107.5	187.9	136.5	106.6
138.3	138.7	157.5	169.8	120.3	229.6	174.7	123.9
222.1	226.2	239.8	189.4	202.2	309.4	247.4	215.9
157.4	157.9	153.9	191.8	168.8	295.5	220.2	202.2
+13.8	+13.8	- 2.3	+13.0	+40.3	+28.7	+26.0	+63.2
+11.9	+11.3	+ 4.0	+10.3	+30.0	+31.6	+24.9	+63.7
			Ontario				
125.1	148.8	152.6	153.1	100.2	144.2	151.3	78.8
127.1	156.1	159.8	161.1	103.1	147.5	163.6	72.1
140.9	170.5	189.9	169.0	123.9	179.2	213.6	81.5
222.9	235.5	266.8	189.9	183.7	258.1	258.9	167.2
166.8	196.5	193.8	190.2	163.9	243.8	240.0	144.0
+18.4	+15.2	+ 2.1	+12.5	+36.3	+36.0	+12.4	+76.7
+21.1	+13.9	+ 6.1	+10.6	+38.7	+39.7	+18.5	+83.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
July, 1943	159.2	157.1	110.8	190.7	197.2	202.4	179.4
July, 1944	164.4	161.8	120.2	191.3	194.9	210.4	179.1
July, 1945	178.5	172.0	133.0	196.6	212.3	221.3	202.5
1946							
June	214.5	187.8	181.4	215.8	250.0	218.8	257.0
July	204.1	191.0	154.5	226.2	241.0	237.3	217.2
% Change,							
July, 1946 ..... / July, 1945	+14.3	+11.0	+16.2	+15.1	+13.5	+ 7.2	+ 7.3
% Change,							
Jan.-July, 1946 . / Jan.-July, 1945 .	+16.6	+11.3	+17.9	+11.9	+14.0	+12.3	+20.2
British Columbia							
July, 1943	161.0	138.5	140.5	141.7	175.1	192.0	180.8
July, 1944	162.4	152.1	144.1	141.9	167.3	192.3	180.6
July, 1945	183.0	167.6	165.5	152.2	186.9	211.9	194.0
1946							
June	224.1	208.3	203.7	174.5	239.9	200.4	226.2
July	210.0	197.6	192.5	175.3	205.2	209.4	221.7
% Change,							
July, 1946 ..... / July, 1945	+14.8	+17.9	+16.3	+15.2	+ 9.8	- 1.2	+14.3
% Change,							
Jan.-July, 1946 . / Jan.-July, 1945 .	+15.4	+18.6	+16.1	+12.8	+10.5	+ 6.7	+15.3

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery(b)	Radio and Electrical
			Prairie Provinces				
166.6	159.1	177.0	167.2	118.0	169.3	195.4	123.5
164.0	161.5	186.9	173.7	134.6	197.0	209.8	118.7
171.2	167.8	202.4	182.5	158.5	219.8	234.0	159.4
230.4	195.0	240.4	208.0	201.6	295.7	295.2	258.8
192.2	184.0	199.1	212.0	204.5	284.9	261.2	255.0
+12.3	+ 9.7	- 1.6	+16.2	+29.0	+29.6	+11.6	+60.0
+23.6	+ 7.8	+ 7.3	+12.4	+44.6	+31.7	+23.8	+68.0
			British Columbia				
151.4	172.4	194.3	172.9	139.0	171.7	187.0	113.4
142.2	177.7	193.8	187.7	151.6	198.5	196.5	104.0
161.1	184.7	232.9	216.5	175.1	232.7	251.5	118.2
205.4	222.8	249.9	230.5	235.8	340.2	255.7	215.6
179.5	201.9	231.9	244.9	252.8	331.8	261.4	230.3
+11.4	+ 9.3	- 0.4	+13.1	+44.4	+42.6	+ 3.9	+94.8
+17.9	+ 7.5	+ 3.3	+10.0	+41.8	+42.5	+13.1	+75.1

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

July, 1945 and July, 1946
(Based on dollar sales of 18 firms including mail order houses)

	July 1945	July 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	25,573,117	28,343,694	+20.2
1. Women's dresses, coats and suits	2,408,984	2,871,418	+19.2
2. Girls' and infants' wear	746,063	798,521	+ 7.0
3. Hosiery and gloves	782,082	934,246	+19.5
4. Lingerie and corsets	960,650	1,079,273	+12.3
5. Millinery	172,516	190,758	+10.6
6. Women's and children's apparel - (Total, 1-5).	5,070,295	5,874,216	+15.9
7. Men's and boys' clothing and furnishings	2,348,665	2,693,983	+14.7
8. Drugs and toilet articles and preparations	823,985	911,068	+10.6
9. Piece goods	1,983,338	2,248,306	+13.4
10. Smallwares	841,787	1,023,305	+21.6
11. Food and kindred products	2,315,955	2,413,987	+ 4.2
12. Furniture (including mattresses and springs)	1,621,732	1,936,773	+19.4
13. Home furnishings	1,745,507	2,242,351	+28.5
14. Household appliances and electrical supplies	428,972	874,228	+103.8
15. Hardware and kitchen utensils	1,097,356	1,524,642	+38.9
16. Radios, musical instruments and supplies	176,026	440,531	+150.3
17. Shoes and other footwear	1,769,651	1,884,688	+ 6.5
18. Stationery, books and magazines	360,770	447,801	+24.1
19. All other departments, total	2,989,078	3,827,815	+28.1

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Monthly Indexes of Retail Sales in Canada, August, 1946
(1935-1939=100)

Dollar volume of retail sales was 20 per cent higher in August, 1946 than in August, 1945, an increase which was exceeded only by April among corresponding-month comparisons for this year and last. Sales increased by 10 per cent in August over the preceding month of July. The unadjusted index for August (on the base, 1935-1939=100) stood at 214.3 compared with indexes of 178.1 in August, 1945 and 195.4 in July of this year. The composite index for the fourteen kinds of business showed a cumulative gain for the first eight months of this year of 15 per cent over the same period of 1945. The expanded rate of consumer expenditures apparent throughout 1946 results from several factors among which may be numbered increased production of goods in a wider range of commodities, upward price movements, a somewhat larger tourist business and a high level of consumer purchasing power.

The underlying level of retail trade is currently established well above the 200 index mark, averaging out on a plane more than twice as high as that existing in the base period, 1935 to 1939. The January index, adjusted for differences in number of business days and for normal seasonal variations, was slightly below 200, but this figure was exceeded in the adjusted indexes for all other months of the present year. In this regard, the average of the adjusted series for the first eight months of 1946 stood at 212.6.

Increases in durable goods sales continued in excess of those recorded by trades whose activities concerned the distribution of food, clothing, personal effects, or those in the general merchandise group whose sales compositions were more diversified. This is a condition which has prevailed, of course, for a considerable period of time. Radio and electrical store sales rose 84 per cent in August this year over last and, although their rise over 1941 is still far short of that which most other trades have attained, rapid strides are being made toward recapturing a larger share of consumer expenditure. Furniture and hardware stores with increases of 44 and 36 per cent for August exceeded their average gain for earlier months of the year by a few points in each case.

A brisk demand for apparel, particularly for men's wear, is apparent in August results for the clothing trades. Family clothing stores showed a 33 per cent gain in sales between August of the two years while men's apparel store sales rose 30 per cent. August increases, moreover, were larger than the expansions recorded during the first eight months of the year, although these too were quite pronounced at about one-fifth above sales in the January-to-August period of 1945. On the other hand, sales in the ladies' ready-to-wear trade with a more moderate increase of 19 per cent were almost on a par with the average gain for retail trade, but exceeded the cumulative rise of 12 per cent which occurred in the first eight months of this year over last. Sales of shoe stores increased 12 per cent for August, surpassing a 6 per cent gain in business for the year-to-date comparison.

Price 10 cents

Department stores with August sales up 27 per cent led the other trades in the general merchandise group and had an average gain of 20 per cent in the first eight months of this year over last. As in most of the earlier months of the year, the August increase for department stores was greater than that recorded by the general index for all fourteen kinds of business. Variety stores reported sales higher by 22 per cent in August and to date have shown an average increase of 11 per cent over 1945. Corresponding increases for country general stores were 18 per cent in August and 13 per cent in cumulative results.

The index of food store sales, compiled from figures provided by grocery, combination and meat stores, showed a gain of 16 per cent in August of this year over last. The customary stability of consumer food purchases makes the August increase quite outstanding. Probably the more important factors operating to produce this unusual result were price increases and the occurrence of larger fruit crops in the current year. Food store sales have shown an average increase of 10 per cent for the first eight months of this year over the same period of 1945. On the other hand, the restaurant trade was the only one in which there was no evidence of sales stimulation during August, a fact possibly due in part to the increased practice of closing for summer vacation periods. The increase in receipts of these eating places increased only 2 per cent in August, 1946, compared with August a year ago, whereas sales in the eight-month period ending in August were 6 per cent higher than in the same eight months of 1945.

Drug stores and jewellery stores both had gains which were somewhat below the average for the other kinds of business. Drug stores, like food stores, generally have a more stable sales trend than most of the other trades experience and although the increase of 15 per cent in August is below the average, it is rather outstanding for this particular trade. Jewellery store sales, up 13 per cent between August, 1945 and 1946 fell slightly below the increase which these stores have shown in most of the earlier months of the year.

Candy store sales, as reflected in the experience of a number of chain candy stores, were up 52 per cent in August this year over last and have averaged 37 per cent higher in the first eight months of the year. Sales of retail furriers were 44 per cent greater in August this year over last.

Regional Trends

The Prairie Provinces, Ontario and British Columbia had fairly uniform gains in August, and their sales increases ranged between 21 and 23 per cent. Sales in Quebec and the Maritime Provinces increased to a lesser extent, the margin being 17 per cent for the former and 15 per cent for the latter area compared with August, 1945. In all provinces, however, the margin of increase for August exceeded the average gains for the year to date. The cumulative increases ranged from a low of 9 per cent for the Maritime Provinces up to 18 per cent for the Prairie Provinces.

Regional increases for each trade are shown on Pages 6 to 9 of this report.

Departmental Analysis of Department Store Sales

Sales of the 18 firms which reported sales by departments gained 24 per cent in August this year over last. Increases were substantial for all commodity groupings measured in this analysis. The lowest of these increases amounted to 9 per cent (in food and in footwear departments) but the outstanding factor in the high sales obtained by department stores arises from the pronounced increases in sales of durable household goods. Detailed results on a departmental basis appear

on Page 2 of this report.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for higher prices.)

Kind of Business	Sales in Aug., 1946 Compared With Sales In			Sales in Jan.-Aug., 1946 Compared With Sales In	
	Aug., 1941	Aug., 1945	July 1946	Jan.-Aug. 1941	Jan.-Aug. 1945
General Index	+58.5	+20.3	+ 9.7	+62.0	+14.9
General Merchandise Group:					
Country General Stores	+66.6	+17.8	+ 5.3	+69.7	+12.9
Department Stores	+63.7	+26.6	+23.6	+63.5	+19.8
Variety Stores	+47.7	+22.3	+ 5.5	+50.0	+11.1
Food Group:					
Food Stores	+49.8	+15.9	+11.1	+53.0	+ 9.8
Restaurants	+54.4	+ 2.2	- 1.0	+74.2	+ 6.3
Clothing Group:					
Family Clothing Stores	+87.6	+32.5	+10.0	+80.2	+20.2
Men's Clothing Stores	+61.7	+29.6	+ 5.3	+66.6	+19.2
Women's Clothing Stores	+65.2	+18.6	+ 6.4	+73.7	+12.1
Shoe Stores	+69.3	+12.2	+ 5.0	+64.5	+ 5.6
Household and Personal Effects Group:					
Drug Stores	+57.1	+15.0	+ 3.2	+61.1	+11.0
Furniture Stores	+46.9	+44.4	+ 7.0	+51.2	+37.1
Hardware Stores	+82.1	+36.3	+ 1.6	+88.4	+34.8
Jewellery Stores (a)	+75.9	+13.0	+ 6.5	+96.0	+17.4
Radio and Electrical Stores	+48.0	+83.8	+ 9.6	+41.4	+74.7

(a) Based on sales including the Federal tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
August, 1939	93.5	102.9	107.7	99.7	80.4	95.7	100.4	106.6
August, 1941	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
August, 1943	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
August, 1944	160.9	172.7	174.6	161.1	139.4	165.3	172.4	184.4
August, 1945	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
1945								
September	187.1	186.0	175.4	164.2	201.6	205.3	194.2	200.9
October	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
November	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
December	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.5	210.5	201.6	197.3	191.6	189.2	233.2	220.3
July	195.4	212.0	208.3	195.0	159.5	206.8	222.5	225.9
August	214.3	220.2	219.3	196.0	197.1	232.0	234.7	233.1

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
August, 1939	104.8	111.8	101.7	94.2	(b)	(b)	71.7	95.5
August, 1941	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
August, 1943	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
August, 1944	170.5	182.6	198.6	182.7	147.8	181.2	125.5	169.9
August, 1945	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
1945								
September	174.3	173.7	204.4	199.5	200.3	212.8	209.8	213.1
October	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
November	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
December	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	196.9	204.2	219.3	208.3	203.0	238.6	173.9	215.4
August	218.7	215.8	217.0	199.1	223.4	256.5	183.1	229.2

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
August, 1939	68.6	95.3	71.9	86.9	99.5	99.7	103.0	99.5
August, 1941	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
August, 1943	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
August, 1944	153.6	196.6	154.9	181.2	170.2	171.6	122.0	119.6
August, 1945	166.7	212.5	176.9	202.2	180.8	181.2	137.9	134.8
1945								
September	211.9	223.6	205.3	184.9	184.6	183.0	148.6	129.2
October	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
November	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
December	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	185.8	222.8	189.0	210.8	201.5	207.4	186.0	241.9
August	197.7	240.2	198.4	210.1	207.9	203.7	199.1	186.0

Year and Month	Hardware		Jewellery(a)		Radio and Electrical	
	A	B	A	B	A	B
August, 1939	122.7	112.5	87.4	(b)	88.9	109.0
August, 1941	152.7	145.4	151.3	163.0	140.2	159.9
August, 1943	154.8	147.4	175.1	188.7	102.0	116.3
August, 1944	178.7	166.9	190.8	198.0	94.8	104.1
August, 1945	204.0	190.6	235.6	244.5	112.9	124.0
1945						
September	212.1	184.7	215.1	248.4	125.9	117.4
October	228.0	198.3	229.6	247.5	144.3	121.0
November	221.0	217.6	291.7	286.1	153.5	134.4
December	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	273.7	248.8	250.0	295.4	189.3	218.4
August	278.1	251.3	266.2	276.3	207.5	227.9

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
August, 1943	177.0	159.7	140.8	207.5	178.4	262.4	165.5
August, 1944	194.6	181.6	170.8	220.8	193.7	266.9	181.0
August, 1945	212.3	201.0	179.4	237.3	211.0	271.9	209.2
1946							
July	232.3	225.7	173.2	253.5	235.6	292.7	234.4
August	244.0	230.9	223.0	269.9	239.6	281.6	234.2
% Change,							
August, 1946 .... / August, 1945	+14.9	+14.9	+24.3	+13.7	+13.6	+ 3.6	+12.0
% Change,							
Jan.-Aug., 1946 . / Jan.-Aug., 1945 .	+ 9.2	+12.6	+13.8	+ 0.4	+ 6.7	+ 1.4	+14.1
Quebec							
August, 1943	146.4	173.9	126.0	180.0	148.4	170.8	146.1
August, 1944	155.5	185.2	136.1	192.4	158.3	179.0	145.7
August, 1945	177.0	198.5	169.2	223.0	175.0	207.6	170.4
1946							
July	190.9	231.2	163.9	256.5	175.4	216.3	213.4
August	207.3	225.1	212.2	269.7	195.0	212.2	220.1
% Change,							
August, 1946 .... / August, 1945	+17.1	+13.4	+25.4	+20.9	+11.4	+ 2.2	+29.2
% Change,							
Jan.-Aug., 1946 . / Jan.-Aug., 1945 .	+13.4	+11.2	+22.3	+13.6	+ 6.6	+ 9.4	+22.8
Ontario							
August, 1943	135.6	148.2	113.9	145.0	146.7	187.3	115.1
August, 1944	148.0	155.3	128.6	155.4	160.3	199.2	127.0
August, 1945	164.6	174.6	145.9	174.6	176.7	208.5	144.8
1946							
July	183.1	207.3	148.8	204.9	188.1	203.6	171.8
August	201.6	207.9	186.3	216.4	210.3	208.3	210.4
% Change,							
August, 1946 .... / August, 1945	+22.5	+19.1	+27.7	+23.9	+19.0	- 0.1	+45.3
% Change,							
Jan.-Aug., 1946 . / Jan.-Aug., 1945 .	+15.9	+13.6	+21.7	+10.9	+11.0	+ 3.2	+19.4

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
184.6	186.3	191.2	191.4	154.4	164.1	309.5	125.4
186.2	205.6	204.3	208.0	165.8	194.3	316.8	123.7
204.1	228.7	227.3	223.0	194.8	235.9	356.1	141.2
242.5	229.0	236.7	224.2	296.3	291.5	324.1	280.7
213.1	256.0	236.7	242.4	301.9	294.7	350.5	271.4
+ 4.4	+11.9	+ 4.1	+ 8.7	+55.0	+24.9	- 1.6	+92.2
+10.7	+ 5.0	+ 0.2	+ 5.8	+37.5	+24.8	- 0.8	+68.7
			Quebec				
118.5	127.9	131.1	146.8	100.4	170.8	145.5	112.3
121.1	130.9	129.6	160.5	108.7	195.2	156.7	111.7
136.4	144.7	153.5	177.9	127.0	229.6	201.3	142.7
156.1	154.2	154.3	192.3	169.9	290.6	220.6	201.5
169.0	169.8	163.7	200.2	185.6	290.1	237.9	222.2
+23.9	+17.3	+ 6.6	+12.5	+46.1	+26.4	+18.2	+55.7
+13.2	+11.7	+ 4.4	+10.6	+32.0	+30.5	+24.0	+62.5
			Ontario				
104.1	134.9	137.3	145.7	104.8	129.0	156.9	85.1
114.7	153.4	147.2	160.9	111.3	146.3	177.2	71.9
130.9	167.0	167.2	168.2	125.6	168.6	225.6	87.3
165.3	196.5	192.7	190.6	161.9	242.2	245.6	147.3
180.9	202.8	195.6	193.4	170.7	237.4	251.0	163.5
+38.2	+21.4	+17.0	+15.0	+35.9	+40.8	+11.3	+87.3
+22.8	+14.7	+ 7.3	+11.2	+37.6	+39.7	+17.8	+84.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
August, 1943	153.2	154.2	112.8	158.5	190.5	190.7	146.8
August, 1944	173.2	178.7	136.4	173.7	207.7	201.8	166.0
August, 1945	185.0	180.2	145.5	184.5	232.2	212.8	183.9
1946							
July	203.8	189.1	154.5	225.7	240.7	237.0	221.4
August	228.2	216.4	185.7	233.1	274.9	224.6	242.2
% Change,							
August, 1946 .... / August, 1945	+23.4	+20.1	+27.6	+26.3	+18.4	+ 5.5	+31.7
% Change,							
Jan.-Aug., 1946 . / Jan.-Aug., 1945 .	+17.5	+12.4	+19.1	+13.8	+14.6	+11.4	+21.8
			British Columbia				
August, 1943	159.4	140.8	145.3	135.5	168.0	192.7	162.7
August, 1944	174.9	165.0	166.6	147.1	181.0	192.6	173.1
August, 1945	193.0	180.2	181.5	154.6	203.3	203.7	184.8
1946							
July	210.4	196.3	192.9	177.6	205.1	214.2	218.9
August	234.1	224.6	226.1	194.0	232.7	211.8	246.3
% Change,							
August, 1946 .... / August, 1945	+21.3	+24.6	+24.6	+25.5	+14.5	+ 4.0	+33.3
% Change,							
Jan.-Aug., 1946 . / Jan.-Aug., 1945 .	+16.3	+19.3	+17.3	+14.8	+11.0	+ 6.6	+17.5

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
123.1	138.4	151.8	160.4	121.6	174.0	198.9	123.2
130.4	162.6	172.0	177.8	138.9	204.1	218.8	121.2
141.8	171.9	181.2	185.6	150.0	218.1	252.2	132.4
194.0	185.4	197.7	211.8	203.8	284.8	268.2	250.9
191.4	199.7	204.5	221.7	230.4	311.7	299.9	287.4
+35.0	+16.2	+12.9	+19.5	+53.6	+42.9	+18.9	+117.1
+25.0	+ 8.9	+ 7.8	+13.3	+45.7	+33.3	+23.5	+73.2
			British Columbia				
132.6	173.7	188.0	168.3	148.5	168.1	200.2	116.2
136.3	182.6	215.0	198.8	170.4	199.1	206.3	112.8
156.1	192.7	254.7	215.6	178.8	231.4	254.9	125.3
181.9	202.9	228.7	245.9	252.8	334.2	263.1	227.0
197.7	222.7	286.2	251.2	266.4	331.6	296.8	235.9
+26.6	+15.6	+12.4	+16.5	+49.0	+43.3	+16.4	+88.3
+19.2	+ 8.5	+ 4.3	+10.9	+42.8	+42.8	+13.7	+76.6

(a) Includes men's furnishings.
(b) Based on sales including the Federal tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

August, 1945 and August, 1946
(Based on dollar sales of 18 firms including mail order houses)

	August 1945	August 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	28,143,169	34,944,821	+24.2
1. Women's dresses, coats and suits	3,145,452	3,849,926	+22.4
2. Girls' and infants' wear	1,376,498	1,559,534	+13.3
3. Hosiery and gloves	966,237	1,238,259	+28.2
4. Lingerie and corsets	1,085,136	1,336,852	+23.2
5. Millinery	320,908	368,034	+14.7
6. Women's and children's apparel - (Total, 1-5)	6,894,231	8,352,605	+21.2
7. Men's and boys' clothing and furnishings	2,955,096	3,630,728	+22.9
8. Drugs and toilet articles and preparations	818,637	899,687	+ 9.9
9. Piece goods	2,425,023	2,854,229	+17.7
10. Smallwares	980,416	1,215,108	+23.9
11. Food and kindred products	2,403,797	2,611,123	+ 8.6
12. Furniture (including mattresses and springs)	1,962,300	2,639,536	+34.5
13. Home furnishings	1,991,389	2,655,227	+33.3
14. Household appliances and electrical supplies	569,595	1,114,457	+95.7
15. Hardware and kitchen utensils	1,116,568	1,556,216	+39.4
16. Radios, musical instruments and supplies	205,452	606,480	+195.2
17. Shoes and other footwear	2,045,300	2,218,640	+ 8.5
18. Stationery, books and magazines	489,687	601,639	+22.9
19. All other departments, total	3,285,678	3,989,146	+21.4

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Monthly Indexes of Retail Sales in Canada, September, 1946
(1935-1939=100)

The flow of consumer dollars into Canada's retail stores continued at a high level in September when sales were up 11 per cent above those in September a year ago. This increase is not so pronounced as the 20 per cent gain recorded in August of this year over last, nor does it equal the 15 per cent gain in sales which Canadian merchants experienced in the first nine months of this year compared with the corresponding period of 1945. This should not be interpreted as evidence of a slackening in the rate of consumer expenditures, for the adjusted index series, which makes allowance for the occurrence of only four Saturdays in September this year and five in September a year ago, shows a gain of 15 per cent between September of the two years. September volume of sales was down 3 per cent compared with sales in August, 1946. Unadjusted indexes of sales (on the base, 1935-1939 = 100) stood at 207.8 for September, 1946, 187.1 for September, 1945 and 215.0 for August, 1946.

Thirteen of the fourteen trades covered in this monthly survey reported increased sales in September of this year compared with the same month of 1945. Sales of retailers dealing chiefly in durable merchandise continued to feature the analysis of trade experiences. Radio and electrical stores transacted 80 per cent more business, by volume, in September this year than in the same month a year ago. Ranking second among trade increases for September was a 33 per cent gain for furniture stores. Increases in both of these trades compare favourably with those obtained in earlier months of the year. Hardware merchants, although they enjoyed a 22 per cent increase in September sales over the same month a year ago, did not maintain the average margin established in the preceding eight months of the year.

Department stores continued to provide an attractive market for a variety of consumer goods. Their sales gained 19 per cent in September, 1946 over the same month of 1945, almost maintaining the 20 per cent increase in the cumulative comparison for the first nine months of this year over last. Other trades in the general merchandise group had somewhat smaller increases, both in September and in the average results for the first nine months of the year. Variety stores were able to maintain their average margin for earlier months of the year, a September sales increase of 13 per cent comparing with a total advance of 11 per cent for the year to date. Saturday business is generally important to country general stores and the reduced number of weekends in September this year compared with last contributed towards a modification of the sales increase in September. Gains for this last trade amounted to 8 per cent in September, as compared with a 12 per cent increase over the nine-month period.

Shoe stores have shown least ability to expand sales throughout 1946 and recorded a 2 per cent decline below September, 1945 volume. Increases for other apparel trades shrank considerably in comparison with those which they have experienced in most of the earlier months of the year. September sales of men's clothing stores were up only 3 per cent above September a year ago. This increase is very moderate in comparison with the gains enjoyed by men's wear stores during the past year, but this was

Price 10 cents

almost inevitable in view of the fact that heavy purchases by returning service personnel have figured largely in sales of such stores since September, 1945. Although the September increase for men's wear stores was much smaller than the 17 per cent gain recorded for the first nine months of this year over last, the underlying level of trading remained high and the adjusted index stood at 235.6 in the month under review, a figure which has been exceeded only in February and March of this year. Family clothing establishments have been to some extent affected by the same factors which have influenced sales of men's apparel shops and, although the September increase of 8 per cent is somewhat lower than the 19 per cent gain shown in the year-to-date comparison, this does not indicate a lowered level of trading. Ladies' wear stores have not displayed the same tendency towards sales expansion in recent months as have other types of apparel shops. The increase for this kind of business was 5 per cent for September and 11 per cent in the first nine months of this year over the similar period of 1945.

A 6 per cent increase for food stores in September, and one of 3 per cent for restaurants, though not outstanding, were fairly consistent with gains of 9 and 6 per cent respectively for these trades in the first nine months of the year.

Jewellery store sales reached 11 per cent above September, 1945 volume, while sales for the first nine months averaged 17 per cent above the same period a year ago. Sales in drug stores showed a steady advance of 8 per cent in September and an overall increase of 11 per cent in the January-September comparison.

Results for chain candy firms revealed sales 30 per cent greater in September this year than last, and a 36 per cent increase for the year to date. Sales of furriers' shops were 11 per cent higher in September, 1946 than in September, 1945.

Regional Trends

The reduced scale of September increases compared with those obtained in the earlier months of the year is a tendency found not only in results for various trades, but is also apparent in the regional sales comparisons. The pattern established in earlier months of the year remained almost unchanged, the sales increase being lowest in the Maritime Provinces, but uniformly higher throughout other areas. September increases for all regions, with those for the nine-month period appearing in brackets, are as follows: Maritime Provinces, 5 per cent (9 per cent); Quebec, 12 per cent (13 per cent); Ontario, 11 per cent (15 per cent); Prairie Provinces, 13 per cent (17 per cent) and British Columbia, 14 per cent (16 per cent).

Departmental Analysis of Department Store Sales

Separate figures for selected departments were reported by 18 firms whose aggregate sales were 21 per cent higher in September of this year compared with last. The most significant change in the September departmental results is a reduction in the extent of the increases reported for apparel departments from those which have been experienced in earlier months. September results reveal increases of 13 per cent for ladies' wear and 12 per cent for men's clothing departments, whereas in earlier months of the year increases have generally been somewhat higher. Durable goods departments continue to display most pronounced advances and the largest increases are those for home equipment and hardware departments. Radio and music departments recorded a further outstanding advance when sales rose 234 per cent above September, 1945 volume.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for higher prices)

Kind of Business	Sales in Sept., 1946 Compared With Sales In			Sales in Jan.-Sept., 1946 Compared With Sales In	
	Sept. 1941	Sept. 1945	Aug. 1946	Jan.-Sept. 1941	Jan.-Sept. 1945
General Index	+53.5	+11.1	- 3.3	+61.0	+14.5
General Merchandise Group:					
Country General Stores	+52.1	+ 7.6	-14.1	+67.6	+12.3
Department Stores	+72.7	+18.7	+21.4	+64.7	+19.7
Variety Stores	+43.8	+12.8	- 6.8	+49.2	+11.3
Food Group:					
Food Stores	+38.2	+ 6.0	-15.4	+51.3	+ 9.3
Restaurants	+58.5	+ 3.2	- 6.6	+73.1	+ 6.4
Clothing Group:					
Family Clothing Stores	+64.6	+ 8.0	- 2.9	+78.2	+18.7
Men's Clothing Stores	+68.7	+ 3.2	+18.8	+66.8	+16.9
Women's Clothing Stores	+65.1	+ 5.0	+12.5	+72.6	+11.2
Shoe Stores	+53.3	- 2.1	+ 1.1	+63.1	+ 4.7
Household and Personal Effects Group:					
Drug Stores	+53.1	+ 8.2	- 4.2	+60.3	+10.7
Furniture Stores	+43.7	+32.8	- 3.2	+50.7	+37.0
Hardware Stores	+64.5	+22.1	- 6.6	+85.2	+33.1
Jewellery Stores (a)	+61.7	+10.9	-10.9	+91.5	+16.7
Radio and Electrical Stores	+44.7	+80.4	+ 7.6	+42.1	+75.7

(a) Based on sales including the Federal Tax introduced in June, 1942.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
September, 1939 ...	116.4	109.9	126.1	109.0	117.3	113.3	115.2	115.1
September, 1941 ...	135.4	135.4	124.1	115.9	138.6	136.6	152.3	162.6
September, 1943 ...	157.2	157.9	149.5	139.1	159.1	156.8	170.2	183.2
September, 1944 ...	178.1	170.5	170.4	152.9	183.8	179.7	191.4	191.2
September, 1945 ...	187.1	186.0	175.4	164.2	201.6	205.3	194.2	200.9
1945								
October	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
November	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
December	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.5	210.5	201.6	197.3	191.6	189.2	233.2	220.3
July	195.4	212.0	208.3	195.0	159.5	206.8	222.5	225.9
August	215.0	220.8	219.6	196.3	197.1	232.0	234.9	233.3
September	207.8	213.9	188.7	181.2	239.3	244.7	219.0	240.7

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
September, 1939 ...	117.9	112.2	104.1	99.2	(b)	(b)	115.4	109.2
September, 1941 ...	133.7	139.1	133.1	128.6	131.4	143.3	128.4	130.4
September, 1943 ...	154.6	160.3	186.5	179.0	160.1	176.0	154.3	165.1
September, 1944 ...	175.8	168.0	192.4	184.7	184.0	189.1	175.2	172.6
September, 1945 ...	174.3	173.7	204.4	199.5	200.3	212.8	209.8	213.1
1945								
October	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
November	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
December	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	196.9	204.2	219.3	208.3	203.0	238.6	173.9	215.4
August	218.4	215.6	225.8	207.1	222.8	255.9	182.4	228.3
September	184.8	197.1	211.0	206.6	216.3	242.7	216.6	235.6

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
September, 1939 ...	110.2	109.7	122.2	108.0	104.4	101.1	115.4	97.9
September, 1941 ...	134.8	144.0	131.1	123.8	130.4	130.5	137.3	119.3
September, 1943 ...	175.5	188.2	167.7	159.1	158.1	157.8	117.4	103.6
September, 1944 ...	201.2	204.9	196.2	169.4	177.0	172.0	135.1	112.8
September, 1945 ...	211.9	223.6	205.3	184.9	184.6	183.0	148.6	129.2
1945								
October	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
November	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
December	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	185.8	222.6	189.0	210.8	201.5	207.4	186.0	241.9
August	197.8	240.4	198.8	210.4	208.4	204.2	203.8	190.4
September	222.6	244.6	201.0	194.6	199.7	202.0	197.3	177.9

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
September, 1939 ...	135.6	115.3	105.1	(b)	120.2	103.0
September, 1941 ...	157.4	133.8	147.6	163.6	156.9	140.4
September, 1943 ...	155.3	134.7	174.7	193.6	114.7	102.6
September, 1944 ...	182.3	153.1	201.2	223.1	112.2	100.4
September, 1945 ...	212.1	184.7	215.1	248.4	125.9	117.4
1945						
October	228.0	198.3	229.6	247.5	144.3	121.0
November	221.0	217.6	291.7	286.1	153.5	134.4
December	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	273.7	248.8	250.0	295.4	189.3	218.4
August	277.2	250.5	267.8	277.9	211.0	231.7
September	259.0	229.3	238.6	275.6	227.1	211.6

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Maritime Provinces				
September, 1943	189.5	152.6	199.1	221.0	185.2	249.7	178.4
September, 1944	213.7	172.0	218.3	242.8	217.7	251.6	212.7
September, 1945	221.1	176.6	249.3	242.5	209.0	266.1	222.4
1946							
August	244.0	230.6	223.0	270.3	238.2	284.3	234.0
September	232.2	189.9	273.8	262.9	219.0	248.3	221.6
% Change,							
September, 1946 / September, 1945	+ 5.0	+ 7.5	+ 9.8	+ 8.4	+ 4.8	- 6.7	- 0.4
% Change,							
Jan.-Sept., 1946 / Jan.-Sept., 1945	+ 8.7	+12.0	+13.3	+ 1.4	+ 6.4	+ 0.6	+12.5
			Quebec				
September, 1943	154.4	149.0	165.5	193.8	149.0	170.0	168.6
September, 1944	173.1	161.5	193.8	222.6	166.5	182.2	182.6
September, 1945	180.1	169.3	220.8	219.0	163.5	203.8	195.1
1946							
August	207.9	225.9	212.3	269.6	193.8	222.4	218.9
September	200.9	179.4	268.4	255.2	170.9	213.4	216.9
% Change,							
September, 1946 / September, 1945	+11.5	+ 6.0	+21.6	+16.5	+ 4.5	+ 4.7	+11.2
% Change,							
Jan.-Sept., 1946 / Jan.-Sept., 1945	+13.2	+10.7	+22.2	+13.9	+ 6.3	+ 9.4	+21.3
			Ontario				
September, 1943	149.8	141.8	148.9	158.9	146.0	191.8	142.2
September, 1944	167.5	149.6	166.2	177.1	167.5	193.4	160.6
September, 1945	175.2	161.9	176.9	181.4	165.6	195.1	182.7
1946							
August	202.5	207.5	186.3	216.6	210.6	218.6	209.5
September	193.8	169.0	210.7	196.9	176.6	205.7	187.1
% Change,							
September, 1946 / September, 1945	+10.6	+ 4.4	+19.1	+ 8.5	+ 6.6	+ 5.4	+ 2.4
% Change,							
Jan.-Sept., 1946 / Jan.-Sept., 1945	+15.4	+12.5	+21.3	+10.7	+10.6	+ 4.1	+17.1

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces.				
203.2	202.4	212.4	184.3	148.7	169.9	296.9	136.6
215.8	239.6	234.2	205.1	164.0	210.8	310.2	134.3
248.1	263.4	232.5	211.3	189.0	242.3	318.6	140.8
214.6	255.2	240.9	240.9	301.0	295.1	360.3	288.0
227.9	260.6	228.8	215.2	250.5	249.5	292.7	245.8
- 8.1	- 1.1	- 1.6	+ 1.8	+32.5	+ 3.0	- 8.1	+74.6
+ 8.5	+ 4.3	+ 0.2	+ 5.3	+36.9	+21.9	- 1.3	+70.8
			Quebec				
151.0	157.2	142.1	151.6	110.9	166.7	142.8	141.4
162.5	174.7	165.8	169.4	133.9	199.3	166.1	139.3
173.4	176.9	173.7	179.7	137.6	228.6	178.9	151.8
167.8	167.8	164.6	201.9	194.7	290.4	236.1	233.2
188.4	188.7	161.7	194.7	202.4	269.7	210.9	250.5
+ 8.7	+ 6.7	- 6.9	+ 8.3	+47.1	+18.0	+17.9	+65.0
+12.5	+11.0	+ 3.1	+10.5	+34.5	+28.9	+23.2	+63.8
			Ontario				
147.3	182.0	168.5	151.5	111.0	137.9	165.3	97.0
171.8	211.1	198.7	168.0	123.6	151.9	196.4	87.5
210.4	222.0	202.6	172.7	135.6	179.3	210.2	103.2
179.9	203.1	195.5	193.5	173.7	236.5	251.3	167.8
213.2	237.4	199.8	185.7	163.6	222.3	233.1	190.7
+ 1.3	+ 6.9	- 1.4	+ 7.5	+20.6	+24.0	+10.9	+84.8
+19.6	+13.7	+ 6.2	+10.8	+35.9	+37.6	+17.0	+84.9

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Prairie Provinces							
September, 1943	163.6	156.9	157.6	155.0	175.3	177.9	168.6
September, 1944	191.9	190.5	189.6	178.1	198.7	191.7	212.1
September, 1945	204.7	188.6	210.4	187.0	202.1	209.4	235.9
1946							
August	228.5	217.4	185.7	232.8	275.0	230.4	244.4
September	231.6	206.2	252.5	222.7	216.3	212.5	272.2
% Change,							
September, 1946 ..	+13.1	+ 9.3	+20.0	+19.1	+ 7.0	+ 1.5	+15.4
September, 1945 .							
% Change,							
Jan.-Sept., 1946	+17.0	+12.1	+19.2	+14.4	+13.8	+10.5	+21.1
Jan.-Sept., 1945							
British Columbia							
September, 1943	158.4	134.8	164.7	127.3	151.7	180.5	161.4
September, 1944	180.1	162.2	195.7	138.3	168.0	178.9	203.2
September, 1945	194.5	170.1	211.2	147.2	174.0	199.0	203.4
1946							
August	235.5	223.8	225.8	194.6	233.2	220.1	244.6
September	221.8	191.4	247.4	179.0	187.2	203.4	227.8
% Change,							
September, 1946 .	+14.0	+12.5	+17.1	+21.6	+ 7.6	+ 2.2	+12.0
September, 1945 .							
% Change,							
Jan.-Sept., 1946	+16.1	+18.5	+17.2	+15.6	+10.7	+ 6.6	+16.7
Jan.-Sept., 1945							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
165.1	168.7	176.3	162.2	120.0	164.9	191.2	127.8
197.6	196.0	201.4	183.7	145.2	200.4	222.2	142.5
261.2	214.0	236.5	191.6	170.9	232.2	236.4	149.7
188.2	202.1	203.6	223.0	230.3	307.2	296.5	274.7
271.5	208.4	228.1	214.5	222.0	293.7	266.2	281.3
+ 3.9	- 2.6	- 3.6	+12.0	+29.9	+26.5	+12.6	+87.9
+21.3	+ 7.6	+ 6.2	+13.2	+43.7	+32.1	+22.0	+73.9
			British Columbia				
142.3	192.5	197.1	180.9	143.6	165.0	184.5	110.5
161.3	216.6	240.9	209.1	158.3	201.2	201.5	115.0
201.1	234.1	266.0	228.5	196.0	238.0	222.1	134.0
201.0	224.8	284.2	252.5	270.9	337.8	312.7	236.4
223.7	248.1	281.8	249.0	261.4	317.1	253.3	257.1
+11.2	+ 6.0	+ 5.9	+ 9.0	+33.4	+33.2	+14.0	+91.9
+18.3	+ 8.3	+ 4.5	+10.7	+41.9	+41.9	+14.6	+78.6

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

September, 1945 and September, 1946
(Based on dollar sales of 18 firms including mail order houses)

	September, 1945	September, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	37,502,300	45,214,983	+20.6
1. Women's dresses, coats and suits	4,686,192	5,200,048	+11.0
2. Girls' and infants' wear	2,427,776	2,604,262	+ 7.3
3. Hosiery and gloves	1,431,197	1,798,884	+25.7
4. Lingerie and corsets	1,485,078	1,780,475	+19.9
5. Millinery	591,644	641,648	+ 8.5
6. Women's and children's apparel - (Total, 1-5)	10,621,887	12,025,317	+13.2
7. Men's and boys' clothing and furnishings	5,256,511	5,875,058	+11.8
8. Drugs and toilet articles and preparations	876,034	963,837	+10.0
9. Piece goods	3,123,222	3,664,335	+17.3
10. Smallwares	1,234,843	1,570,037	+27.1
11. Food and kindred products	2,324,235	2,530,722	+ 8.9
12. Furniture (including mattresses and springs)	2,222,379	2,897,253	+30.4
13. Home furnishings	2,343,435	3,129,502	+33.5
14. Household appliances and electrical supplies	791,635	1,397,908	+76.6
15. Hardware and kitchen utensils	1,208,708	1,665,362	+37.8
16. Radios, musical instruments and supplies	232,861	778,347	+234.3
17. Shoes and other footwear	2,907,182	3,308,888	+13.8
18. Stationery, books and magazines	735,923	847,239	+15.1
19. All other departments, total	3,623,445	4,561,178	+25.9

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Jan.-Sept., 1945 and Jan.-Sept., 1946

	Jan.-Sept., 1945	Jan.-Sept., 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	263,383,273	315,689,051	+19.9
1. Women's dresses, coats and suits	31,353,193	36,306,092	+15.8
2. Girls' and infants' wear	11,628,448	12,722,191	+ 9.4
3. Hosiery and gloves	9,903,913	11,190,266	+13.0
4. Lingerie and corsets	10,816,516	12,368,046	+14.3
5. Millinery	3,323,247	3,677,026	+10.6
6. Women's and children's apparel - (Total, 1-5).	67,025,317	76,263,621	+13.8
7. Men's and boys' clothing and furnishings	28,865,257	33,349,535	+15.5
8. Drugs and toilet articles and preparations ...	7,702,968	8,385,643	+ 8.9
9. Piece goods	22,987,154	25,273,120	+ 9.9
10. Smallwares	9,193,952	10,848,113	+18.0
11. Food and kindred products	22,282,320	23,727,688	+ 6.5
12. Furniture (including mattresses and springs) .	17,124,741	22,386,828	+30.7
13. Home furnishings	18,718,273	23,566,540	+25.9
14. Household appliances and electrical supplies .	4,675,454	9,192,620	+96.6
15. Hardware and kitchen utensils	11,049,460	15,153,928	+37.1
16. Radios, musical instruments and supplies	1,802,280	4,683,754	+159.9
17. Shoes and other footwear	19,335,660	21,578,755	+11.6
18. Stationery, books and magazines	4,294,134	5,308,664	+23.6
19. All other departments, total	28,326,303	35,970,242	+27.0

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Monthly Indexes of Retail Sales in Canada, October, 1946
(1935-1939=100)

Retail sales in Canada increased 11 per cent in October compared with the same month a year ago and recorded an advance of 9 per cent above September, 1946. The increase between October of the two years fell slightly short of the 14 per cent gain for the first ten months of this year over last. Unadjusted indexes (on the base, 1935-1939=100) were 226.5 for October, 1946, 203.8 for October, 1945 and 207.7 for September, 1946.

Increases over October, 1945 were reported for all fourteen kinds of business represented in this monthly trade series. With the exception of variety, food and shoe stores, October increases for various trades were lower than respective gains shown in the January-to-October comparisons. A 17 per cent gain in October sales of hardware stores, while much reduced in comparison with increases for earlier months of the year, was nevertheless substantial. Sales for that trade averaged 31 per cent higher in the cumulative comparison. Radio and electrical stores and furniture stores reported sales up 73 and 25 per cent respectively in October of this year compared with the same month of 1945. The average October gain for all kinds of business was exceeded by department stores which had a 15 per cent increase and by variety stores whose sales were up 13 per cent over October, 1945.

Sales increases for Quebec and Ontario, both in October and in the ten-month cumulative comparisons between this year and last, were almost on a par with the average results for the country as a whole. The western provinces showed slightly higher increases in sales for October than did other parts of Canada. The most significant feature of the regional trends during the past several months has been the reduced scale of sales increases occurring in the Maritime Provinces. The current level of retail trading in that section of the country remains at a high level, however, in relation to pre-war volume of retail business. In sales of durable household merchandise such as furniture, radios and electrical equipment, the Maritime Provinces show sales expansions which in many instances exceed those enjoyed by similar trades in other areas. Reduced activity in other kinds of business has been most pronounced in apparel, drug, variety and jewellery stores in the Maritime Provinces.

Chain candy firms reported sales 30 per cent greater in October this year than last and an average increase of 35 per cent for the year-to-date. Retail furriers increased their sales by 11 per cent over October of 1945.

Departmental Analysis of Department Store Sales

There were wide variations in the extent of the increases recorded by different departments of department stores. Increases amounted to 211 per cent for radio and musical instrument departments and 56 per cent for household appliances

departments, these two showing by far the largest gains recorded in the departmental analysis of sales. Other departments which recorded sizable increases were home furnishings, hardware, furniture and smallwares departments, whose gains ranged between 20 and 28 per cent in October of this year over last. The sales increases for apparel departments have fluctuated considerably in recent months. Gains for these departments in October were among the more moderate obtained, amounting to 9 per cent in the case of footwear and for women's and children's apparel, while a 5 per cent increase in sales of men's wear was reported.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for price changes)

Kind of Business	Sales in Oct., 1946 Compared With Sales In			Sales in Jan.-Oct., 1946 Compared With Sales In	
	Oct. 1941	Oct. 1945	Sept. 1946	Jan.-Oct. 1941	Jan.-Oct. 1945
General Index	+51.3	+11.1	+ 9.1	+59.9	+14.1
General Merchandise Group:					
Country General Stores	+55.4	+ 7.1	+ 8.7	+66.1	+11.7
Department Stores	+59.2	+15.3	+ 6.5	+64.0	+19.1
Variety Stores	+42.6	+13.1	+12.9	+48.4	+11.5
Food Group:					
Food Stores	+39.1	+10.7	+ 9.4	+50.0	+ 9.5
Restaurants	+58.2	+ 2.3	+ 0.7	+71.4	+ 6.0
Clothing Group:					
Family Clothing Stores	+58.4	+ 8.3	+32.2	+75.4	+17.2
Men's Clothing Stores	+48.9	+ 0.1	+18.3	+64.0	+14.3
Women's Clothing Stores	+60.5	+ 6.9	+18.5	+71.0	+10.6
Shoe Stores	+58.4	+ 5.4	+ 3.5	+62.6	+ 4.8
Household and Personal Effects Group:					
Drug Stores	+49.8	+ 7.9	+ 6.1	+59.1	+10.4
Furniture Stores	+61.2	+25.1	+ 7.5	+51.8	+35.6
Hardware Stores	+61.2	+16.6	+ 2.8	+82.2	+31.1
Jewellery Stores (a)	+69.2	+ 3.3	- 0.8	+89.0	+15.2
Radio and Electrical Stores	+63.7	+72.6	+ 6.4	+45.0	+75.9

(a) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

October, 1945 and October, 1946
(Based on dollar sales of 17 firms including mail order houses)

	October, 1945	October, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	40,589,672	46,534,360	+14.6
1. Women's dresses, coats and suits	5,564,757	5,821,294	+ 4.6
2. Girls' and infants' wear	2,273,143	2,392,047	+ 5.2
3. Hosiery and gloves	1,608,501	1,986,084	+23.5
4. Lingerie and corsets	1,399,683	1,614,218	+15.3
5. Millinery	604,443	620,313	+ 2.6
6. Women's and children's apparel - (Total, 1-5).	11,450,527	12,433,956	+ 8.6
7. Men's and boys' clothing and furnishings	5,708,657	6,005,371	+ 5.2
8. Drugs and toilet articles and preparations	1,000,517	1,044,323	+ 4.4
9. Piece goods	3,020,399	3,316,841	+ 9.8
10. Smallwares	1,426,871	1,708,427	+19.7
11. Food and kindred products	2,712,644	3,007,896	+10.9
12. Furniture (including mattresses and springs)	2,346,074	2,845,805	+21.3
13. Home furnishings	2,571,747	3,287,933	+27.8
14. Household appliances and electrical supplies	845,862	1,321,805	+56.3
15. Hardware and kitchen utensils	1,284,333	1,621,973	+26.3
16. Radios, musical instruments and supplies	254,031	790,474	+211.2
17. Shoes and other footwear	3,111,214	3,386,785	+ 8.9
18. Stationery, books and magazines	664,447	740,405	+11.4
19. All other departments, total	4,192,349	5,022,366	+19.8

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
October, 1939	117.9	111.1	119.2	106.7	132.4	118.0	120.7	120.2
October, 1941	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1943	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
October, 1944	182.3	174.4	173.2	159.9	193.0	171.3	199.9	199.1
October, 1945	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
1945								
November	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
December	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.6	210.6	201.6	197.3	191.9	189.5	233.2	220.3
July	195.4	212.1	208.3	195.0	159.7	207.0	222.5	225.9
August	215.0	220.9	219.6	196.3	197.2	232.2	234.9	233.3
September	207.7	213.8	188.6	181.0	239.2	244.6	218.5	240.1
October	226.5	210.0	205.1	182.9	254.7	218.2	246.7	240.8

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
October, 1939	103.9	108.2	103.3	102.7	(b)	(b)	133.8	110.9
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1944	168.6	174.8	197.1	196.0	227.4	195.9	207.8	180.9
October, 1945	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
1945								
November	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
December	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	196.9	204.2	219.3	208.3	203.0	238.6	173.9	215.4
August	218.4	215.6	225.8	207.1	222.8	255.9	182.4	228.3
September	184.6	196.9	210.7	206.3	217.1	243.6	213.3	232.0
October	202.0	203.7	212.2	207.0	287.0	242.4	252.3	216.1

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales-(Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1939	130.7	110.1	103.0	103.9	107.1	105.8	130.6	113.5
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1944	218.9	191.4	173.7	175.9	185.9	182.5	141.9	123.3
October, 1945	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
1945								
November	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
December	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	185.8	222.8	189.0	210.8	201.5	207.4	186.0	241.9
August	197.8	240.4	198.8	210.4	208.4	204.2	203.8	190.4
September	222.2	244.2	201.3	194.9	200.0	202.4	197.4	177.9
October	263.3	224.8	208.3	206.8	212.1	205.5	212.2	180.7

Year and Month	Hardware		(a) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1939	125.8	111.6	101.5	(b)	129.2	104.6
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1943	160.9	141.1	179.8	201.5	116.5	101.6
October, 1944	184.4	164.2	200.2	224.4	113.9	99.3
October, 1945	228.0	198.3	229.6	247.5	144.3	121.0
1945						
November	221.0	217.6	291.7	286.1	153.5	134.4
December	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	273.7	248.8	250.0	295.4	189.3	218.4
August	277.2	250.5	267.8	277.9	211.0	231.7
September	258.5	228.9	239.0	276.0	234.0	218.1
October	265.8	232.0	237.1	255.6	249.0	208.8

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
October, 1943	205.0	161.0	211.8	257.9	194.8	235.1	247.3
October, 1944	217.4	174.0	238.2	262.2	200.1	238.2	269.5
October, 1945	237.3	189.7	270.4	272.4	209.6	253.2	299.7
1946							
September	232.3	190.0	273.4	259.0	218.7	249.4	221.2
October	248.2	201.9	287.8	285.1	223.2	249.4	288.5
% Change,							
October, 1946 ..	+ 4.6	+ 6.4	+ 6.4	+ 4.7	+ 6.5	- 1.5	- 3.7
October, 1945 ..							
% Change,							
Jan.-Oct., 1946	+ 8.4	+11.4	+12.7	+ 1.6	+ 6.4	+ 0.4	+10.3
Jan.-Oct., 1945							
Quebec							
October, 1943	170.7	175.7	183.0	210.6	163.0	172.3	218.0
October, 1944	181.1	186.1	206.6	223.5	163.3	188.5	234.0
October, 1945	202.4	202.5	246.7	244.1	175.9	207.7	267.6
1946							
September	200.9	176.9	268.4	254.8	170.9	213.6	219.9
October	226.4	210.7	288.7	283.4	192.1	218.4	304.8
% Change,							
October, 1946 ..	+11.9	+ 4.0	+17.0	+16.1	+ 9.2	+ 5.2	+13.9
October, 1945 ..							
% Change,							
Jan.-Oct., 1946	+13.1	+ 9.8	+21.5	+14.2	+ 6.6	+ 9.0	+20.5
Jan.-Oct., 1945							
Ontario							
October, 1943	163.0	137.1	161.6	183.2	163.3	184.2	180.1
October, 1944	169.3	135.3	174.1	183.2	163.6	198.1	188.3
October, 1945	191.0	154.0	200.4	203.7	177.5	197.7	233.7
1946							
September	193.5	169.1	210.8	196.7	176.0	204.8	187.3
October	211.8	167.4	228.6	223.3	199.4	201.1	237.5
% Change,							
October, 1946 ...	+10.9	+ 8.7	+14.1	+ 9.6	+12.3	+ 1.7	+ 1.6
October, 1945 ..							
% Change,							
Jan.-Oct., 1946	+14.8	+12.2	+20.4	+10.5	+10.7	+ 3.8	+14.9
Jan.-Oct., 1945							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery(b)	Radio and Electrical
			Maritime Provinces				
258.9	243.9	209.3	204.3	151.0	172.7	309.7	134.4
275.2	269.1	217.8	208.8	183.3	207.1	307.9	131.0
322.7	322.3	242.0	221.7	215.3	238.0	348.1	154.8
226.5	258.4	229.6	216.5	252.9	248.2	301.0	279.7
276.4	303.4	235.4	223.2	301.2	273.6	326.0	295.0
-14.3	- 5.9	- 2.7	+ 0.7	+39.9	+15.0	- 6.3	+90.6
+ 5.4	+ 3.0	- 0.1	+ 4.9	+37.4	+21.0	- 1.6	+75.5
			Quebec				
183.8	183.7	144.4	164.6	113.1	164.5	141.2	136.9
198.4	194.4	146.2	185.1	131.1	203.2	159.8	139.4
217.5	205.6	171.4	201.4	155.4	245.2	196.0	189.8
185.8	188.8	163.0	195.3	202.1	269.8	210.4	261.4
238.7	223.8	178.1	210.9	204.1	286.5	220.0	287.0
+ 9.7	+ 8.9	+ 3.9	+ 4.7	+31.3	+16.8	+12.2	+51.2
+12.0	+10.7	+ 3.2	+ 9.9	+34.1	+27.5	+21.9	+62.9
			Ontario				
184.4	203.3	162.3	161.8	116.5	141.8	164.5	95.6
196.6	220.7	166.1	170.4	130.7	152.1	188.9	89.4
247.1	260.2	189.2	178.3	159.2	196.0	219.5	114.0
208.2	236.7	201.2	186.0	163.0	220.3	233.7	196.1
241.5	270.7	205.7	193.1	187.4	227.7	225.4	208.7
- 2.3	+ 4.0	+ 8.7	+ 8.3	+17.7	+16.2	+ 2.7	+83.1
+16.1	+12.4	+ 6.6	+10.5	+33.7	+34.9	+15.4	+85.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
October, 1943	186.6	177.5	185.5	199.9	174.2	199.9	262.8
October, 1944	198.0	190.7	199.5	202.7	178.9	204.2	282.1
October, 1945	221.0	210.0	226.9	214.5	196.5	218.3	322.8
1946							
September	231.6	207.6	252.0	222.2	216.7	211.9	271.4
October	247.7	224.1	265.6	261.8	220.6	223.1	365.0
% Change,							
October, 1946 ..	+12.1	+ 6.7	+17.1	+22.1	+12.3	+ 2.2	+13.1
October, 1945 ..							
% Change,							
Jan.-Oct., 1946	+16.3	+11.5	+18.9	+15.3	+13.6	+ 9.5	+19.8
Jan.-Oct., 1945							
			British Columbia				
October, 1943	171.0	143.1	187.0	145.0	155.8	178.2	200.6
October, 1944	179.6	160.1	196.8	148.2	161.0	176.8	207.8
October, 1945	201.3	182.4	214.6	165.7	177.6	199.5	230.2
1946							
September	221.8	190.1	247.4	179.2	187.0	203.9	225.5
October	233.3	212.7	255.1	201.1	197.3	202.7	271.8
% Change,							
October, 1946 ..	+15.9	+16.6	+18.9	+21.4	+11.1	+ 1.6	+18.1
October, 1945 ..							
% Change,							
Jan.-Oct., 1946	+16.1	+18.2	+17.4	+16.3	+10.7	+ 6.1	+16.7
Jan.-Oct., 1945							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Prairie Provinces				
239.5	227.6	198.6	185.6	147.9	181.6	223.3	144.7
245.8	241.6	210.3	203.6	167.0	208.4	251.7	145.2
312.1	254.8	239.7	210.5	192.7	253.0	261.5	168.1
269.6	209.1	221.8	213.8	222.0	294.4	267.2	279.5
310.7	288.2	241.8	231.9	230.5	284.8	268.4	289.8
- 0.4	+13.1	+ 0.9	+10.2	+19.6	+12.6	+ 2.6	+72.4
+17.7	+ 8.3	+ 5.2	+12.9	+40.7	+29.7	+19.7	+73.6
			British Columbia				
181.5	224.6	205.2	188.3	153.9	173.1	189.6	120.8
178.7	223.4	225.1	221.5	176.8	193.7	200.6	118.8
225.2	243.8	244.1	241.0	212.7	251.0	228.3	146.5
223.7	247.2	279.6	250.7	263.8	319.0	248.3	263.1
239.8	282.5	261.1	274.7	266.4	332.8	224.8	273.1
+ 6.5	+15.9	+ 7.0	+14.0	+25.2	+32.6	- 1.5	+86.4
+16.8	+ 9.2	+ 4.6	+11.1	+40.0	40.9	+12.6	+80.0

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, NOVEMBER, 1946
(1935-1939=100)

November Sales Up 15 Per Cent Over A Year Ago --

Sales in retail stores throughout Canada were 15 per cent higher in November, 1946 than in November, 1945 and advanced 8 per cent from the preceding month of October, 1946, according to the composite index of sales for fourteen kinds of retail business. The automotive trades are not represented in the series and the expanded activity of these during the past year is, therefore, unaccounted for. No adjustment is made for higher prices in computing the sales indexes; thus, the results do not reflect changes in the physical volume of goods distributed through retail establishments. The unadjusted index of sales stands at 245.7 for November, 1946, compared with an average monthly index of 100.0 during the base period, 1935 to 1939. Retail sales averaged 15 per cent higher in the first eleven months of 1946 over the same period of 1945.

Durable Goods Increases Remain Highest --

Furniture, hardware and radio and electrical stores continued their advance to higher sales levels at a faster rate than did other retail outlets. Sales increases for November, 1946 over the same month of 1945 exceeded 20 per cent for each of the above trades. The November sales increase for jewellery stores was only 4 per cent, the margin being much reduced from that which had prevailed in earlier months of the year. Nevertheless, the dollar volume of sales for this latter trade reached a very high point during November and the unseasonably heavy trade in November, 1945 must be considered in interpreting the moderate increase for November, 1946.

Christmas Shoppers Get An Early Start --

It has been noticeable, from the relatively high level of trading in November during the past few years, that shortages of gift merchandise were influencing consumers to begin Christmas shopping earlier than had formerly been the custom. It appears evident, from the rather large increases recorded by a number of the component trades of this series, that this practice was continued in November, 1946. Particularly is this true of those stores, such as department, variety and apparel shops, handling types of gift merchandise which are not sufficiently plentiful to meet the present demand.

Food Store Sales Affected By Price Changes --

Grocery, combination grocery and meat stores, and meat markets enjoyed an over-all sales increase of 13 per cent in November. Increased food prices, which were approximately 9 per cent higher on December 1, 1946 than those prevailing a year previously, accounted for the greater part of the expansion in sales.

British Columbia Has Highest Among Regional Increases --

Stores operating in British Columbia increased their sales by an average margin of 20 per cent in November, 1946 over the same month of 1945. Increases in

Ontario, Quebec and the Prairie Provinces were fairly consistent with the average gain for the country as a whole. November sales in the Maritime Provinces were up 8 per cent from the same month of the previous year.

Candy and Fur Stores Report Large Gains --

Chain candy stores reported sales 29 per cent higher in November, 1946 than in November, 1945, while the average increase for the first eleven months of 1946 amounted to 34 per cent. Sales of retail furriers were up 20 per cent in November over the same month of 1945.

Department Store Sales For Selected Departments --

A comparison of department store sales grouped by commodity classification for November, 1945 and 1946 reveals that the pattern of the increases enjoyed by the various groups corresponds fairly closely with that for the retail stores whose sales composition they most closely resemble. Increases in durable goods and apparel sales exceed those for other types of merchandise.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	Sales in Nov., 1946 Compared With Sales In			Sales in Jan.-Nov., 1946 Compared With Sales In	
	Nov., 1941	Nov., 1945	Oct., 1946	Jan.-Nov., 1941	Jan.-Nov., 1945
General Index	+70.7	+15.2	+ 8.2	+61.0	+14.8
General Merchandise Group:					
Country General Stores	+65.8	+10.6	- 1.8	+66.1	+11.6
Department Stores	+95.8	+17.8	+19.5	+67.6	+19.0
Variety Stores	+63.8	+16.8	+18.4	+50.1	+12.1
Food Group:					
Food Stores	+46.1	+13.0	+ 3.9	+49.6	+ 9.8
Restaurants	+63.2	+ 2.8	- 3.0	+71.0	+ 5.9
Clothing Group:					
Family Clothing Stores	+87.9	+20.4	+ 9.2	+76.9	+17.6
Men's Clothing Stores	+77.5	+20.4	+21.2	+65.9	+15.2
Women's Clothing Stores	+84.3	+17.5	+ 8.7	+72.5	+11.4
Shoe Stores	+78.5	+ 9.8	+10.3	+64.2	+ 5.3
Household and Personal Effects Group:					
Drug Stores	+60.0	+10.1	+ 1.7	+59.2	+10.4
Furniture Stores	+107.6	+29.6	- 0.3	+56.0	+35.0
Hardware Stores	+89.5	+22.3	+ 1.6	+82.9	+30.2
Jewellery Stores (a)	+114.4	+ 3.8	+27.2	+91.7	+13.9
Radio and Electrical Stores	+102.1	+56.3	- 4.5	+49.6	+73.8

(a) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

November, 1945 and November, 1946

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	November, 1945	November, 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS.....	47,240,382	55,435,330	+17.3
1. Women's dresses, coats and suits	5,778,484	6,679,973	+15.6
2. Girls' and infants' wear	2,036,543	2,378,599	+16.8
3. Hosiery and gloves	1,863,363	2,423,251	+30.0
4. Lingerie and corsets	1,653,721	1,907,869	+15.4
5. Millinery	531,789	567,723	+ 6.8
6. Women's and children's apparel - (Total, 1-5).	11,863,900	13,957,415	+17.6
7. Men's and boys' clothing and furnishings	5,852,494	6,628,692	+13.3
8. Drugs and toilet articles and preparations ...	1,507,456	1,563,398	+ 3.7
9. Piece goods	3,165,404	3,428,553	+ 8.3
10. Smallwares	1,951,961	2,172,682	+11.3
11. Food and kindred products	3,014,305	3,290,109	+ 9.1
12. Furniture (including mattresses and springs) .	2,313,846	2,802,358	+21.1
13. Home furnishings	2,851,507	3,615,058	+26.8
14. Household appliances and electrical supplies .	932,399	1,437,778	+54.2
15. Hardware and kitchen utensils	1,409,491	1,772,577	+25.8
16. Radios, musical instruments and supplies	408,159	948,674	+132.4
17. Shoes and other footwear	3,586,085	3,859,878	+ 7.6
18. Stationery, books and magazines	1,325,591	1,360,421	+ 2.6
19. All other departments, total	7,057,784	8,597,737	+21.8

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
November, 1939	113.2	107.1	100.6	97.5	123.9	107.1	123.1	122.3
November, 1941	143.9	136.0	121.7	118.4	155.4	137.6	178.2	171.6
November, 1943	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
November, 1944	190.4	181.8	165.9	160.3	225.3	194.7	217.0	217.2
November, 1945	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
1945								
December	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.6	210.6	201.6	197.3	191.9	189.5	233.2	220.3
July	195.4	212.1	208.3	195.0	159.7	207.0	222.5	225.9
August	215.0	220.9	219.6	196.3	197.2	232.2	234.9	233.3
September	207.7	213.8	188.6	181.0	239.2	244.6	218.5	240.1
October	227.1	210.5	205.4	183.2	254.7	218.3	246.5	240.7
November	245.7	223.4	201.8	188.2	304.3	261.0	291.9	271.8

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
November, 1939	106.3	107.8	100.3	106.0	(b)	(b)	127.9	101.4
November, 1941	143.7	140.8	128.9	136.7	166.8	137.4	173.8	135.2
November, 1943	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
November, 1944	168.5	172.3	193.8	203.4	233.1	197.7	228.8	187.3
November, 1945	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
1945								
December	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	196.9	204.2	219.3	208.3	203.0	238.6	173.9	215.4
August	218.4	215.6	225.8	207.1	222.8	255.9	182.4	228.3
September	184.6	196.9	210.7	206.3	217.1	243.6	213.3	232.0
October	202.2	203.8	217.0	211.7	287.0	242.4	254.5	218.0
November	210.0	198.3	210.4	220.9	313.4	249.1	308.5	233.1

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)
A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
November, 1939	117.8	106.1	90.9	94.9	105.0	106.5	110.9	103.5
November, 1941	155.4	137.2	128.8	130.4	134.6	136.2	102.5	96.8
November, 1943	203.0	182.0	162.1	171.2	169.5	172.6	124.2	115.9
November, 1944	227.1	205.3	180.7	190.9	181.4	184.7	145.3	137.8
November, 1945	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
1945								
December	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May.....	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	185.8	222.8	189.0	210.8	201.5	207.4	186.0	241.9
August	197.8	240.4	198.8	210.4	208.4	204.2	203.8	190.4
September	222.2	244.2	201.3	194.9	200.0	202.4	197.4	177.9
October	263.4	224.9	208.5	207.0	211.7	205.1	213.4	181.8
November	286.4	246.3	229.9	221.7	215.4	213.5	212.8	191.2

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
November, 1939	110.0	107.9	110.8	(b)	124.8	97.9
November, 1941	142.6	145.5	141.3	144.1	118.7	108.1
November, 1943	156.0	153.0	218.0	213.8	116.4	101.9
November, 1944	181.1	180.4	249.3	244.5	119.0	104.2
November, 1945	221.0	217.6	291.7	286.1	153.5	134.4
1945						
December	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	273.7	248.8	250.0	295.4	189.3	218.4
August	277.2	250.5	267.8	277.9	211.0	231.7
September	258.5	228.9	239.0	276.0	234.0	218.1
October	266.0	232.2	238.1	256.6	251.2	210.5
November	270.2	260.9	302.9	297.1	239.9	210.0

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
November, 1943	211.4	166.3	245.7	280.6	180.5	229.0	260.6
November, 1944	230.0	172.8	283.0	292.3	198.7	236.7	276.4
November, 1945	252.8	194.1	308.0	319.8	211.9	241.6	317.1
1946							
October	248.8	204.8	287.8	283.3	223.8	247.7	289.9
November	274.1	215.6	337.4	349.7	230.8	226.3	356.6
% Change,							
November, 1946 .. / November, 1945 ..	+ 8.4	+11.1	+ 9.5	+ 9.3	+ 8.9	- 6.3	+12.5
% Change,							
Jan.-Nov., 1946 . / Jan.-Nov., 1945 .	+ 8.4	+11.6	+12.3	+ 2.4	+ 6.6	- 0.2	+10.6
Quebec							
November, 1943	168.1	160.6	205.4	203.8	153.8	165.2	213.7
November, 1944	182.6	167.5	233.1	228.4	162.3	184.1	230.4
November, 1945	204.9	184.1	276.9	260.8	179.1	205.1	258.5
1946							
October	226.5	208.6	288.7	283.5	192.7	218.4	301.6
November	237.6	192.1	342.2	318.5	198.7	210.5	332.0
% Change,							
November, 1946 .. / November, 1945 ..	+16.0	+ 4.3	+23.6	+22.1	+10.9	+ 2.6	+28.4
% Change,							
Jan.-Nov., 1946 . / Jan.-Nov., 1945 .	+13.4	+ 9.2	+21.7	+15.0	+ 7.0	+ 8.4	+21.2
Ontario							
November, 1943	155.1	142.2	184.0	184.0	154.0	178.7	181.2
November, 1944	183.4	144.5	214.0	200.9	168.6	193.9	195.8
November, 1945	206.0	164.0	244.5	232.8	186.7	196.4	217.8
1946							
October	213.0	168.7	228.7	223.3	199.3	212.2	239.5
November	241.3	184.2	298.6	270.3	213.3	203.6	256.5
% Change,							
November, 1946 .. / November, 1945 ..	+17.1	+12.3	+22.1	+16.1	+14.2	+ 3.7	+17.8
% Change,							
Jan.-Nov., 1946 . / Jan.-Nov., 1945 .	+15.2	+12.3	+20.6	+11.2	+11.1	+ 4.3	+15.3

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Maritime Provinces				
282.4	276.6	201.3	208.8	148.8	175.9	370.8	136.0
293.7	297.5	214.3	220.8	190.8	200.8	395.1	146.4
345.7	338.7	253.6	235.0	216.9	252.0	431.8	183.1
281.3	306.4	234.8	224.1	297.2	271.3	320.6	304.6
353.2	369.4	251.3	244.6	286.5	276.3	416.3	266.6
+ 2.2	+ 9.1	- 0.9	+ 4.1	+32.1	+ 9.6	- 3.6	+45.6
+ 5.2	+ 3.8	- 0.2	+ 4.9	+36.6	+19.6	- 1.9	+72.6
			Quebec				
191.0	173.7	155.0	165.7	117.8	159.3	161.7	139.9
214.7	185.5	169.4	174.6	132.4	189.8	184.5	150.6
216.6	195.3	195.1	189.6	148.3	217.5	236.5	191.4
238.4	225.8	181.1	211.1	(c)	286.2	221.8	286.8
273.0	231.3	216.5	205.2	(c)	274.4	257.0	283.4
+26.0	+18.4	+11.0	+ 8.2	(c)	+26.2	+ 8.7	+37.6
+13.6	+11.6	+ 4.2	+ 9.7	(c)	+27.3	+20.4	+59.7
			Ontario				
196.8	205.0	156.5	160.3	113.7	130.9	212.2	92.9
223.5	237.4	176.1	170.1	134.6	148.8	247.7	90.2
257.4	253.9	206.2	181.6	152.2	193.0	282.9	121.8
243.5	269.6	204.8	193.2	187.3	228.3	226.2	217.9
316.8	304.0	228.9	202.6	188.4	227.6	296.7	203.1
+23.1	+19.7	+11.0	+11.6	+23.8	+17.9	+ 4.9	+66.7
+17.1	+13.2	+ 7.0	+10.6	+32.6	+33.1	+14.1	+84.0

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.
(c) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
November, 1943	181.3	164.5	197.1	210.1	154.7	186.7	260.0
November, 1944	202.0	180.5	227.4	231.4	168.4	199.0	302.2
November, 1945	225.4	192.4	261.7	266.5	186.7	216.2	330.8
1946							
October	247.7	224.5	265.6	261.6	220.0	226.0	365.4
November	254.6	215.1	289.8	305.1	215.4	225.2	383.3
% Change,							
November, 1946 ..	+13.0	+11.8	+10.7	+14.5	+15.4	+ 4.2	+15.9
November, 1945 ..							
% Change,							
Jan.-Nov., 1946 .	+16.0	+11.5	+17.8	+15.2	+13.7	+ 9.1	+19.3
Jan.-Nov., 1945 .							
			British Columbia				
November, 1943	166.6	126.3	192.7	162.8	144.9	175.6	193.8
November, 1944	183.5	143.6	214.5	167.4	156.9	181.1	217.8
November, 1945	209.3	164.1	244.5	211.2	175.8	195.3	242.9
1946							
October	233.7	212.3	255.1	200.6	198.1	201.0	274.9
November	250.1	194.6	292.9	247.7	202.0	202.1	287.4
% Change,							
November, 1946 ..	+19.5	+18.6	+19.8	+17.3	+14.9	+ 3.5	+18.3
November, 1945 ..							
% Change,							
Jan.-Nov., 1946 .	+16.4	+18.2	+17.7	+16.4	+11.1	+ 5.8	+17.1
Jan.-Nov., 1945 .							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery(b)	Radio and Electrical
			Prairie Provinces				
234.1	230.3	167.7	173.2	149.9	182.3	251.1	157.2
259.5	260.0	190.6	187.7	172.2	209.6	294.1	148.2
298.1	275.7	200.1	204.4	187.9	248.0	341.2	179.2
315.9	288.7	242.9	231.8	228.8	285.4	272.2	271.5
342.0	304.9	223.9	222.6	238.6	312.4	339.0	267.0
+14.7	+10.6	+11.9	+ 8.9	+27.0	+26.0	- 0.6	+49.0
+17.5	+ 8.6	+ 5.9	+12.5	+39.2	+29.4	+17.1	+69.9
			British Columbia				
190.7	201.6	172.8	191.2	150.5	175.4	226.1	107.8
195.1	211.3	200.9	217.1	180.6	213.1	247.0	129.2
223.2	238.6	242.6	258.9	214.2	265.0	296.4	166.6
244.0	281.6	257.9	267.7	282.1	333.3	225.8	273.1
276.8	288.7	265.4	274.1	340.4	341.7	310.9	303.7
+24.0	+21.0	+ 9.4	+14.7	+58.9	+28.9	+ 4.9	+82.3
+17.8	+10.3	+ 4.9	+11.2	+42.8	+39.6	+11.7	+80.3

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, DECEMBER, 1946
(1935-1939=100)

Canada's retail merchants enjoyed an unprecedented volume of business in December, 1946 when sales were 10 per cent higher than in December, 1945 and increased 15 per cent above November, 1946. December culminated a year in which retail sales recorded uninterrupted and substantial gains. Volume of sales for 1946 exceeded that for 1945 by 14 per cent. The results quoted above are based on the composite index of sales for fourteen kinds of retail business concerned chiefly with the distribution of food, apparel, household equipment and personal effects. The automotive trades, which must be presumed to have transacted a much greater amount of business in 1946 than in 1945, are not represented.

Most notable feature of merchandising in 1946 was, of course, the more active trade in durable goods. The much increased output of furniture, radios, electrical appliances and hardware was rapidly absorbed by a consuming public whose numbers were swelled by returning service personnel and whose incomes were sustained, not only by the continuing high level of employment but also by grants and gratuities to returned men and women and by family allowance payments.

December sales increases for the various trades followed much the same pattern as that established throughout earlier months of the year. The increases in durable goods stores were far in excess of those for non-durable goods outlets. Outstanding gains in sales were reported by department stores throughout 1946, sales averaging 19 per cent above those for 1945. Sales in December failed by only a slight margin to equal the increase for the full year.

Among the apparel trades, men's and women's specialty shops recorded increases which were in line with the steady gains reported for earlier months of the year. Family clothing stores did not maintain their former high rate of increase, December business being only 8 per cent ahead of December, 1945 sales. Shoe stores, on the other hand, showed increased activity at the year-end and the December sales increase surpassed the average increase for the year.

While grocery, combination and meat stores reported an increase of but 4 per cent for December, 1946, this margin was affected by a variation in the number of weekends in December of the last two years. There were five Saturdays in December, 1945, but only four in December, 1946. The relatively small increase shown for restaurants in December is consistent with the reduced rate of expansion which has characterized results for this trade throughout the greater part of 1946.

Two other groups, drugs and jewellery, had comparatively small gains in sales for December, which did not approach their annual average increases in sales for 1946. Drug stores had become popular sources of gift merchandise during the war years when the reduced production of civilian merchandise affected commodities handled in these stores less than it did that of some other types of retail outlets. This is apparent from the pronounced peaks in the adjusted sales indexes for

Price 10 cents.

the drug trade in recent years. While sales remain high, there was a much wider selection of gift merchandise available for Christmas 1946 and gift purchasing tended to become more widely distributed amongst other types of stores. The rate of increase in jewellery store sales has slackened in recent months and a 2 per cent increase in December is in continuation of this tendency.

Chain candy stores reported sales 14 per cent higher in December, 1946 than in December, 1945, while the average increase for 1946 amounted to 31 per cent. Sales of retail furriers were down 5 per cent in December compared with the same month of 1945.

Department Store Sales for Selected Departments

In the departmental analysis of sales for December, the pattern of increases continued almost similar to those revealed in the corresponding table for November. One exception is worthy of comment, however, for it is observed that footwear sales were up 19 per cent in December, a margin of increase which had not been approached by sales of shoe departments in earlier months of the year.

Comparison of Retail Sales in Canada, for 1945 and 1946, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	Sales in Dec., 1946 Compared With Sales In			Sales in Jan.-Dec., 1946 Compared With Sales In	
	Dec., 1941	Dec., 1945	Nov., 1946	Jan.-Dec., 1941	Jan.-Dec., 1945
General Index	+45.0	+10.1	+14.9	+59.1	+13.7
General Merchandise Group:					
Country General Stores	+51.6	+ 6.6	+10.4	+64.6	+11.1
Department Stores	+35.9	+16.3	+ 6.8	+62.9	+18.6
Variety Stores	+31.7	+12.5	+54.6	+46.8	+12.1
Food Group:					
Food Stores	+39.0	+ 4.3	+ 7.1	+48.6	+ 9.3
Restaurants	+49.3	+ 2.4	- 1.9	+69.0	+ 5.6
Clothing Group:					
Family Clothing Stores	+53.5	+ 8.3	+ 8.1	+73.6	+16.4
Men's Clothing Stores	+42.6	+12.4	+13.1	+62.3	+14.7
Women's Clothing Stores	+49.9	+10.6	+17.5	+69.3	+11.3
Shoe Stores	+38.5	+12.3	+26.0	+60.7	+ 6.1
Household and Personal Effects Group:					
Drug Stores	+62.6	+ 3.4	+38.5	+59.5	+ 9.4
Furniture Stores	+64.3	+28.4	+ 2.4	+56.5	+34.2
Hardware Stores	+70.5	+24.0	+ 5.9	+81.7	+29.6
Jewellery Stores (a)	+68.5	+ 2.2	+127.0	+86.5	+11.3
Radio and Electrical Stores	+88.7	+59.8	+31.6	+53.8	+72.1

(a) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

December, 1945 and December, 1946

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	December 1945	December 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS.....	47,961,053	56,065,386	+16.9
1. Women's dresses, coats and suits	4,664,932	5,232,435	+12.2
2. Girls' and infants' wear	1,649,065	1,958,665	+18.8
3. Hosiery and gloves	2,111,586	2,718,102	+28.7
4. Lingerie and corsets	1,773,703	2,021,829	+14.0
5. Millinery	365,971	415,016	+13.4
6. Women's and children's apparel - (Total, 1-5).	10,565,257	12,346,047	+16.9
7. Men's and boys' clothing and furnishings	5,770,396	6,545,889	+13.4
8. Drugs and toilet articles and preparations ...	2,454,337	2,479,999	+ 1.0
9. Piece goods	2,762,197	2,957,484	+ 7.1
10. Smallwares	2,324,976	2,578,083	+10.9
11. Food and kindred products	3,454,139	3,619,839	+ 4.8
12. Furniture (including mattresses and springs) .	1,854,080	2,239,685	+20.8
13. Home furnishings	2,687,012	3,326,398	+23.8
14. Household appliances and electrical supplies .	897,858	1,453,370	+61.9
15. Hardware and kitchen utensils	1,505,472	1,877,067	+24.7
16. Radios, musical instruments and supplies	563,385	1,292,926	+129.5
17. Shoes and other footwear	3,096,551	3,690,195	+19.2
18. Stationery, books and magazines	1,962,940	2,089,574	+ 6.5
19. All other departments, total	8,062,453	9,568,830	+18.7

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
December, 1939	157.1	112.3	123.5	105.6	188.9	116.4	248.1	122.7
December, 1941	194.4	144.0	147.4	123.4	239.2	145.8	341.6	176.2
December, 1943	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
December, 1944	237.1	172.7	196.5	163.3	253.9	158.4	372.3	184.1
December, 1945	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
1946								
January	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
February	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
March	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
April	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
May	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
June	216.6	210.6	201.6	197.3	191.9	189.5	233.2	220.3
July	195.4	212.1	208.3	195.0	159.7	207.0	222.5	225.9
August	215.0	220.9	219.6	196.3	197.2	232.2	234.9	233.3
September	207.7	213.8	188.6	181.0	239.1	244.5	218.5	240.1
October	227.1	210.5	205.4	183.2	254.8	218.3	246.7	240.8
November	245.4	223.1	202.3	188.7	304.4	261.1	291.0	271.0
December	281.9	212.4	223.4	191.3	325.1	202.8	449.8	234.9

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
December, 1939	129.3	110.9	109.8	105.7	(b)	(b)	178.8	104.0
December, 1941	161.6	149.1	138.4	133.2	219.5	142.3	242.9	148.0
December, 1943	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
December, 1944	204.6	176.2	196.7	190.5	290.5	181.8	297.3	172.9
December, 1945	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
1946								
January	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
February	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
March	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
April	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
May	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
June	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
July	196.9	204.2	219.3	208.3	203.0	238.6	173.9	215.4
August	218.4	215.6	225.8	207.1	222.8	255.9	182.4	228.3
September	184.6	196.9	210.7	206.3	217.1	243.6	213.3	232.0
October	202.2	203.8	217.0	211.7	287.0	242.4	254.5	218.0
November	209.8	198.0	210.6	221.0	311.7	247.8	306.1	231.4
December	224.7	209.1	206.6	201.5	337.0	220.6	346.3	213.5

(a) Includes men's furnishings.
(b) Not available.

Index Numbers of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations. (Figures for the current year are subject to final revision)

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
December, 1939	168.0	106.7	143.9	101.3	141.6	111.4	139.5	119.4
December, 1941	223.7	148.8	209.3	153.2	182.6	145.5	130.3	110.2
December, 1943	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
December, 1944	292.2	189.9	246.0	169.4	261.3	205.6	147.9	124.6
December, 1945	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
1946								
January	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
February	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
March	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
April	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
May	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
June	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
July	185.8	222.8	189.0	210.8	201.5	207.4	186.0	241.9
August	197.8	240.4	198.8	210.4	208.4	204.2	203.8	190.4
September	222.2	244.2	201.3	194.9	200.0	202.4	197.4	177.9
October	263.4	224.9	208.5	207.0	211.7	205.1	213.4	181.8
November	285.3	245.4	230.1	221.9	214.4	212.5	209.0	187.8
December	335.3	224.9	289.9	216.5	296.9	239.8	214.1	185.4

Year and Month	Hardware		Jewellery (a)		Radio and Electrical	
	A	B	A	B	A	B
December, 1939	125.6	117.5	356.7	(b)	146.3	108.1
December, 1941	168.1	151.3	411.0	155.6	169.4	127.8
December, 1943	170.5	159.6	515.3	195.1	136.0	102.6
December, 1944	191.5	177.1	592.6	233.4	137.7	108.0
December, 1945	231.1	210.4	677.6	266.8	200.0	156.9
1946						
January	158.7	263.4	168.8	236.5	145.8	174.4
February	161.5	295.9	196.4	282.0	151.5	196.3
March	217.7	300.4	220.9	288.9	191.3	223.3
April	257.9	251.9	244.3	296.6	202.0	206.0
May	298.2	225.0	256.6	286.0	223.1	191.9
June	288.4	242.3	266.0	291.7	200.3	217.3
July	273.7	248.8	250.0	295.4	189.3	218.4
August	277.2	250.5	267.8	277.9	211.0	231.7
September	258.5	228.9	239.0	276.0	234.0	218.1
October	266.0	232.2	238.1	256.6	251.2	210.5
November	270.7	261.4	305.0	299.2	242.8	212.6
December	286.6	263.9	692.4	272.7	319.6	250.8

(a) Based on sales including the Federal tax introduced in June, 1942.
(b) Not available.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Maritime Provinces				
December, 1943	271.8	202.8	267.1	435.7	215.7	239.4	348.3
December, 1944	295.3	216.8	286.7	472.7	233.8	251.2	375.4
December, 1945	310.9	240.9	298.6	485.4	247.1	235.7	399.6
1946							
November	273.9	214.0	337.4	346.4	233.0	226.0	355.8
December	327.9	249.4	339.6	527.7	247.2	226.5	437.5
% Change,							
December, 1946 .. / December, 1945 ..	+ 5.5	+ 3.5	+13.7	+ 8.7	(a)	- 3.9	+ 9.5
% Change,							
Jan.-Dec., 1946 . / Jan.-Dec., 1945 .	+ 8.0	+10.6	+12.5	+ 3.3	+ 6.1	- 0.5	+10.4
			Quebec				
December, 1943	215.4	184.2	259.7	341.6	193.3	171.6	260.8
December, 1944	230.9	194.3	286.1	386.0	204.0	187.0	277.6
December, 1945	246.8	205.8	309.7	410.0	210.9	199.9	301.7
1946							
November	236.9	194.4	342.2	317.9	197.6	211.0	324.5
December	274.1	220.5	365.8	485.7	219.8	211.3	341.6
% Change,							
December, 1946 .. / December, 1945 ..	+11.1	+ 7.1	+18.1	+18.5	+ 4.2	+ 5.7	+13.2
% Change,							
Jan.-Dec., 1946 . / Jan.-Dec., 1945 .	+13.1	+ 9.1	+21.3	+15.5	+ 6.7	+ 8.1	+20.0
			Ontario				
December, 1943	217.0	163.9	230.2	321.1	190.2	186.7	238.8
December, 1944	232.3	170.5	236.3	352.1	207.4	192.1	258.2
December, 1945	256.6	189.1	270.0	389.0	220.3	193.7	281.3
1946							
November	241.1	184.4	298.8	269.4	213.2	202.8	260.0
December	284.7	204.1	318.1	426.8	229.4	194.7	296.2
% Change,							
December, 1946 .. / December, 1945 ..	+11.0	+ 7.9	+17.8	+ 9.7	+ 4.1	+ 0.5	+ 5.3
% Change,							
Jan.-Dec., 1946 . / Jan.-Dec., 1945 .	+14.6	+11.8	+20.3	+10.9	+10.4	+ 3.9	+14.2

(a) Change of less than 0.1 per cent.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
			Maritime Provinces				
411.8	337.2	265.8	327.5	204.3	209.4	825.0	170.9
450.5	384.0	332.8	345.7	233.8	223.6	934.0	186.5
459.5	390.0	330.7	360.6	254.9	259.0	977.0	279.3
353.5	364.2	250.6	244.0	285.1	277.0	408.3	262.7
457.6	416.7	361.4	359.0	349.5	309.2	944.8	407.5
- 0.4	+ 6.8	+ 9.3	- 0.4	+37.1	+19.4	- 3.3	+45.9
+ 4.4	+ 4.0	+ 0.9	+ 4.1	+36.6	+19.6	- 2.4	+68.3
			Quebec				
247.0	246.2	208.5	218.4	126.4	143.2	412.6	168.8
262.3	253.3	228.2	224.1	133.5	160.0	476.4	163.8
255.8	257.0	221.7	253.6	163.1	196.7	572.9	217.3
274.1	232.7	217.5	205.5	179.8	273.2	259.2	262.6
291.4	302.0	262.9	256.0	197.0	240.0	610.8	308.6
+13.9	+17.5	+18.6	+ 0.9	+20.8	+22.0	+ 6.6	+42.0
+13.7	+12.4	+ 5.9	+ 8.7	+31.7	+26.9	+17.4	+57.5
			Ontario				
282.0	287.5	208.9	235.8	118.0	149.9	503.5	115.4
303.9	313.0	242.5	244.6	131.7	163.7	580.7	114.5
325.2	336.3	270.2	270.1	142.7	214.6	670.3	184.3
311.9	303.2	229.4	201.3	184.0	228.9	298.1	208.9
373.4	363.3	306.3	280.5	198.2	269.3	675.5	323.0
+14.8	+ 8.0	+13.4	+ 3.9	+38.9	+25.5	+ 0.8	+75.3
+16.6	+12.5	+ 7.8	+ 9.7	+32.9	+32.3	+11.1	+83.1

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
			Prairie Provinces				
December, 1943	215.3	194.2	231.3	365.1	176.0	192.1	277.6
December, 1944	229.8	207.8	244.2	382.7	189.8	200.4	312.4
December, 1945	243.8	212.2	263.8	393.9	201.4	212.4	317.8
1946							
November	254.9	216.5	289.8	305.1	215.3	224.3	382.3
December	266.3	223.7	301.2	440.3	212.3	214.4	337.9
% Change,							
December, 1946 ..	+ 9.2	+ 5.4	+14.2	+11.8	+ 5.4	+ 0.9	+ 6.3
December, 1945 ..							
% Change,							
Jan.-Dec., 1946 .	+15.3	+11.0	+17.3	+14.6	+13.0	+ 8.4	+17.7
Jan.-Dec., 1945 .							
			British Columbia				
December, 1943	216.4	166.7	254.9	290.7	164.7	189.3	298.9
December, 1944	240.5	187.5	277.0	317.5	184.2	196.9	341.2
December, 1945	259.7	208.7	300.9	345.6	195.3	199.5	362.3
1946							
November	249.9	191.5	293.4	247.1	201.4	206.8	286.8
December	295.3	236.0	347.8	396.9	213.8	217.4	367.2
% Change,							
December, 1946 ..	+13.7	+13.1	+15.6	+14.8	+ 9.5	+ 9.0	+ 1.4
December, 1945 ..							
% Change,							
Jan.-Dec., 1946 .	+16.1	+17.5	+17.5	+16.1	+10.9	+ 6.3	+14.7
Jan.-Dec., 1945 .							

Unadjusted Indexes of Retail Sales by Provinces - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
			Prairie Provinces				
267.9	257.3	186.4	262.1	151.9	207.4	576.6	141.6
257.8	275.3	198.5	282.9	160.2	239.7	648.3	141.1
279.0	269.7	186.8	307.0	165.6	265.6	706.3	186.8
342.1	303.1	223.6	223.4	239.4	311.8	343.5	269.3
303.7	286.3	196.2	321.0	181.6	326.3	738.3	262.3
+ 8.9	+ 6.2	+ 5.0	+ 4.6	+ 9.7	+22.9	+ 4.5	+40.4
+16.5	+ 8.3	+ 5.8	+11.5	+36.7	+28.7	+14.5	+67.1
			British Columbia				
268.3	255.8	245.1	292.7	165.6	214.6	512.4	135.6
289.6	281.7	292.7	328.0	196.6	258.3	608.1	159.7
279.0	276.0	318.9	359.6	220.7	296.0	711.1	217.2
271.9	281.3	262.4	268.0	344.5	347.3	320.2	305.4
328.3	325.7	321.9	384.5	278.8	385.3	723.0	367.1
+17.7	+18.0	+ 0.9	+ 6.9	+26.3	+30.2	+ 1.7	+69.0
+17.6	+10.8	+ 4.4	+10.4	+41.4	+38.8	+ 9.7	+78.9

(a) Includes men's furnishings.
(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-to-December, 1945 and January-to-December, 1946

	Jan.-Dec., 1945	Jan.-Dec., 1946	% Change, 1946/1945
	$	$	
TOTAL SALES, ALL DEPARTMENTS	399,174,380	473,724,127	+18.7
1. Women's dresses, coats and suits	47,361,366	54,039,794	+14.1
2. Girls' and infants' wear	17,587,199	19,451,502	+10.6
3. Hosiery and gloves	15,487,363	18,317,703	+18.3
4. Lingerie and corsets	15,643,623	17,911,962	+14.5
5. Millinery	4,825,450	5,280,078	+ 9.4
6. Women's and children's apparel - (Total, 1-5).	100,905,001	115,001,039	+14.0
7. Men's and boys' clothing and furnishings	46,196,804	52,529,487	+13.7
8. Drugs and toilet articles and preparations ...	12,665,278	13,473,363	+ 6.4
9. Piece goods	31,935,154	34,975,998	+ 9.5
10. Smallwares	14,897,760	17,307,305	+16.2
11. Food and kindred products	31,463,408	33,645,532	+ 6.9
12. Furniture (including mattresses and springs) .	23,638,741	30,274,676	+28.1
13. Home furnishings	26,828,539	33,795,929	+26.0
14. Household appliances and electrical supplies .	7,351,573	13,405,573	+82.3
15. Hardware and kitchen utensils	15,248,756	20,425,545	+33.9
16. Radios, musical instruments and supplies	3,027,855	7,715,828	+154.8
17. Shoes and other footwear	29,129,510	32,515,613	+11.6
18. Stationery, books and magazines	8,247,112	9,499,064	+15.2
19. All other departments, total	47,638,889	59,159,175	+24.2

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